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POCKET GUIDE

to the

CHICAGO MARKET

1982

Prepared by –

CHICAGO SUN-TIMES
A Division of Field Enterprises, Inc.

During an average day in CHICAGO

Retail sales total more than $110,800,000

Manufacturers produce more than $371,000,000

Wholesale receipts account for $470,500,000

Service establishments bill $56,600,000

More than 119,500 persons leave or enter by air

Railroads bring 139,000 persons to Chicago

Buses carry 138,300 passengers to Chicago

More than 23,000 tourists, spending $191.66 each, visit Chicago

More than 3,528,000 workers earn an average of $94.00 per household–52% greater than the national average

SOURCES:
CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY;
CHICAGO CONVENTION AND TOURISM BUREAU.

A Pocket Guide to Help You Know

THE CHICAGO MARKET

Market Information Services
CHICAGO SUN-TIMES

Available . . . . . .

TO HELP YOU

REACH CHICAGO HOMES

EFFICIENTLY . . . PROFITABLY

THREE SIGMA SYNDICATED STUDY -- a major market newspaper survey designed to measure major newspaper audiences in Chicago and 33 other major ADI's and their related metropolitan areas.

GROCERY ROUTE LIST -- location of nearly 2,300 food stores arranged in optimized routing for 76 city areas and 156 suburban towns. Each store classified by affiliation and sales volume.

DRUG STORE ROUTE LIST -- location of over 1,000 drug stores arranged in optimized routing for 76 city areas and 144 suburban towns. Store classified by affiliation and number of pharmacists.

CENSUS DATA PACKET -- basic statistics of interest to marketers, compiled from the U.S. Census for 77 Community Areas within the city and all major suburban localities in the metropolitan market.

SHOPPING CENTER DIRECTORY -- listing of 304 shopping centers classified into three categories: (1) those centers with two or more major department stores; (2) those centers with one major department store; and (3) all others having ten or more tenants. Additional sections include a listing of discount and family center stores, and a brief demographic/business analysis of the Chicago area.

MAJOR DISTRIBUTORS OF FOOD PRODUCTS -- directory of corporate chains, wholesalers, voluntary groups, department stores and outstanding independents serving the local food industry.

Ask your representative from

the CHICAGO SUN-TIMES

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1982

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Section One:

UNDERSTANDING AND DEFINING THE CHICAGO MARKET

Chicago, Illinois is the second largest city in the United States and has grown to a point where it is now the nation's leading industrial and transportation center. Located at the northeast corner of Illinois on the Chicago River at the base of Lake Michigan, Chicago has long been a commercial and industrial center. Indians settled the area before Europeans explored Illinois. The French established settlements in the late 1600's and by 1803, the United States Government had established a key military fort at the mouth of the Chicago River.

From the time of the city's incorporation in 1837, the Chicago Area has been known as a location for excellent employment opportunities. Chicago's earliest growth prior to the Fire of 1871 centered on the establishment of the Union Stock Yards which developed as a mecca for agricultural commerce in the United States. Many European immigrants settled in Chicago and were employed in this industry.

Following the Chicago Fire, the Chicago Area developed as a center for heavy industrial production. Iron and steel mills were established in 1875 along the Calumet River. By 1900, Chicago had established itself as a major industrial center. In 1906, United States Steel chose Gary, Indiana (just south and east of Chicago) as the site of its mill. As a result, by 1920, the Chicago Area became the nation's leading industrial center. The great influx of both immigrant and transient population at this time was a direct result of this industrial development.

Today, Chicago ranks as the transportation hub of the country. For example, only Texas, a state nearly five times the area of Illinois, has more track. The Chicago Area ships more tonnage of manufactured goods by rail than any other production center in the country. Chicago's eighteen trunk lines operate half of the nation's railway mileage and more than 37,000 freight cars per day run in the city.

The Chicago Area ranks second nationwide in registered trucks. In this region there are 2,138 trucking and transportation firms, the highest total for any metropolitan area. Metropolitan Chicago ships 17.8 million tons of manufactured products each year by truck. Even though Illinois only ranks 24th in geographic size, it ranks third in the total miles of surface roads. Illinois has more miles of surface roads than all states with the exception of California and Texas. It also has the third highest total mileage of interstate roads in the country.

Shipping can traverse in two directions through the port of Chicago: northeast through the Great Lakes-St. Lawrence Seaway and south through the Illinois and Mississippi Rivers. Ships and barges carry 72 million tons of cargo in and out of the Metropolitan Area.

The strategic central location of Chicago's O'Hare Field has placed Chicago at the center of commercial air activity. On the average, more than 52 million passengers pass through Chicago every year. There are 650,000 scheduled plane movements serving 231 destinations each year at Chicago's airports. These figures rank Chicago as the busiest commercial air center. O'Hare Field handles more freight and mail than any other airport in the country. Chicago's value of import and export air shipments exceed those of any inland facility in the United States.

In order to understand more fully the statistical nature of the Chicago Area, it is important to be familiar with the five most widely accepted area descriptions:

1. City of Chicago - the 228.1 square miles of Cook County which contain 3,369,357 people within its incorporation boundaries.

2. Chicago Standard Metropolitan Statistical Area (SMSA) - Cook, DuPage, Kane, Lake, McHenry and Will Counties in Illinois.

3. City and Retail Trading Zone (C & RTZ) - The Chicago SMSA plus Lake County in Indiana.

4. Chicago-Gary-Kenosha Standard Consolidated Statistical Area (SCSA) - The C & RTZ plus Porter County in Indiana and Kenosha County in Wisconsin.

5. Chicago Area of Constant Influence (ADI) - The Chicago-Gary-Kenosha SCSA plus nine counties in Illinois and Indiana.

SOURCES: Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969; Chicago Association of Commerce and Industry; U.S. Census - 1980 (Advance Reports).

CITY OF CHICAGO

Currently, there are 3,005,072 people living within the 228.1 square miles of incorporated Chicago. However, Chicago has not always been that well populated or geographically as large. At the time of its incorporation in 1837, only 4,170 people resided in a 10.2 square mile area. Chicago's population grew rapidly in the next 30 years reaching nearly 300,000 by the time of the Chicago Fire in 1871. The majority of Chicago's residents at this time were newly arrived immigrants from Ireland, Germany and the Scandinavian countries. After 1871, Chicago became a focal point for the mass immigration of Eastern Europeans, soon followed by new arrivals from Italy and Germany. In the years prior to World War I, many Russians came to Chicago after much civil unrest in their home country. By World War I, these new arrivals in combination with blacks who migrated from the Southern United States helped to make Chicago a large multi-racial and ethnic city of 2,700,000 people. In addition, the physical size of the city increased immensely during this 80 year period. In 1889, Chicago annexed the four adjacent communities of Jefferson, Lake View, Lake and Hyde Park. These acquisitions alone increased the physical size of the city by a factor of four.

CHICAGO COMMUNITY AREAS

Number	Name	Number	Name
1	Rogers Park	39	Kenwood
2	West Ridge	40	Washington Park
3	Uptown	41	Hyde Park
4	Lincoln Square	42	Woodlawn
5	North Center	43	South Shore
6	Lake View	44	Chatham
7	Lincoln Park	45	Avalon Park
8	Near North Side	46	South Chicago
9	Edison Park	47	Burnside
10	Norwood Park	48	Calumet Heights
11	Jefferson Park	49	Roseland
12	Forest Glen	50	Pullman
13	North Park	51	South Deering
14	Albany Park	52	East Side
15	Portage Park	53	West Pullman
16	Irving Park	54	Riverdale
17	Dunning	55	Hegewisch
18	Montclare	56	Garfield Ridge
19	Belmont Cragin	57	Archer Heights
20	Hermosa	58	Brighton Park
21	Avondale	59	McKinley Park
22	Logan Square	60	Bridgeport
23	Humboldt Park	61	New City
24	West Town	62	West Elsdon
25	Austin	63	Gage Park
26	West Garfield Park	64	Clearing
27	East Garfield Park	65	West Lawn
28	Near West Side	66	Chicago Lawn
29	North Lawndale	67	West Englewood
30	South Lawndale	68	Englewood
31	Lower West Side	69	Grr. Grand Crossing
32	Loop	70	Ashburn
33	Near South Side	71	Auburn Gresham
34	Armour Square	72	Beverly
35	Douglas	73	Washington Heights
36	Oakland	74	Mount Greenwood
37	Fuller Park	75	Morgan Park
38	Grand Boulevard	76	O'Hare
		77	Edgewater

While incorporated Chicago ranks second to New York in total population, the City of Chicago outranks New York in many key economic factors. For example, the median household effective buying income in Chicago is 8.8% higher than New York while effective buying income per household is 1.4% higher. Analysis of total retail sales at the household level indicates that Chicago ranks higher than New York.

For research purposes, the City of Chicago has been subdivided into 77 "Community Areas" ranging in population size from Burnside (3,942) to Austin (138,026). (Note - in 1981 a 77th Community Area (Edgewater) was added.) Each of these areas has an evolving character and a local history of its own. Some were independent villages annexed by the growing city; some had strong ethnic and national origins and some had distinctive land-use patterns. Originally, each Community Area represented a definite neighborhood, but with urban change they are now regarded as standardized reportage units with an average population of 39,000.

Statistics for each Community Area have been compiled regularly since the Census of 1930. Community Areas are further subdivided into census tracts, of which there are 869 in Chicago.

SOURCES: Kitagawa, Evelyn M., and Taeuber, Karl E., Local Community Fact Book Chicago Metropolitan Area 1960. Chicago: Chicago Community Inventory, 1963;
Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969;
City of Chicago Department of Planning, City and Community Development;
Sales Management - 1981 Survey of Buying Power Estimates;
U.S. Census - 1980 (Advance Reports).

Selected Demographic Statistics

CHICAGO

- 1981 -

TOTAL POPULATION	3,005,072
Under 18	787,329
18-24	405,685
25-34	501,847
35-49	474,801
50 and Over	835,410
EFFECTIVE BUYING INCOME - 1980	
Total Households	1,138,300
$0 - $7,999	227,660
$8,000 - $9,999	54,638
$10,000 - $14,999	159,362
$15,000 - $24,999	325,554
$25,000 and Over	371,086
Average Household Effective Buying Income	$21,375
HOUSING UNITS - 1980	1,205,713
Single Family Units	286,977
Multi-Family Units	918,736
EMPLOYMENT	
Total Employment	1,921,840
Manufacturing	515,670
Retail	234,750
Service, Finance & Insurance	451,110
Wholesale, Transportation, Communication & Utilities	275,090
Government	264,550
Other Employment	180,670
RETAIL SALES (000)	$ 9,118,495
Food (000)	1,822,642
Eating and Drinking Places (000)	1,095,123
General Merchandise (000)	1,110,641
Furniture, Home Furnishings and Appliances (000)	444,581
Automotive (000)	1,028,210
Drug Stores (000)	444,800
Other (000)	3,172,498

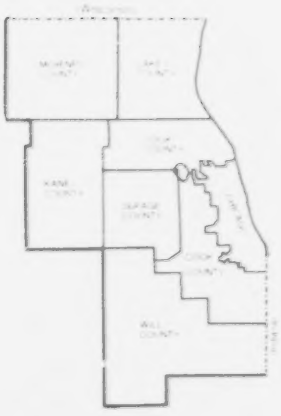
SOURCES: U.S. Census - 1980 (Advance Reports);
Sales Management - 1981 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
City of Chicago Department of Inspectional Services;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings;
City of Chicago Department of Planning, City and Community Development.

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

The United States Bureau of the Census has established the Chicago Standard Metropolitan Statistical Area (SMSA) to enable federal agencies to gather metropolitan data on a coordinated basis. Originally, the Chicago SMSA included Cook, DuPage, Kane, Lake and Will Counties in Illinois and Lake County in Indiana. In 1959, McHenry County was added to the Chicago SMSA and Lake County, Indiana was deleted in order to form in combination with Porter County the Gary-Hammond-East Chicago SMSA. The six Illinois counties which comprise the Chicago SMSA contain an area of 3,719 square miles extending from the Indiana state line to the Wisconsin state line including the City of Chicago and 201 suburban municipalities of 2,500 or more population.

Today, the Chicago SMSA ranks third in total population. However, if economic data are analyzed on a per household basis, the Chicago SMSA outranks the New York SMSA in both effective buying income and median household income as well as in total retail, food, general merchandise, department store, furniture, home furnishings and appliance, building material/hardware store, automobile, gasoline, and drug store sales.

Counties	Population
Cook	5,236,600
DuPage	672,200
Kane	281,200
Lake	446,200
McHenry	150,900
Will	331,000
SMSA	7,118,100



SOURCE: Sales Management - 1981 Survey of Buying Power Estimates.

Selected Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

- 1981 -

TOTAL POPULATION	7,118,100
Under 18	2,028,659
18-24	918,235
25-34	1,217,195
35-49	1,210,077
50 and Over	1,743,934
EFFECTIVE BUYING INCOME	
Total Households	2,514,000
$0 - $7,999	341,750
$8,000 - $9,999	84,680
$10,000 - $14,999	248,383
$15,000 - $24,999	639,480
$25,000 and Over	1,199,707
Average Household Effective Buying Income	$26,936
SIZE OF HOUSEHOLD	
Total Households	2,514,000
1 Person	604,323
2 Person	726,894
3-4 Person	837,693
5 or More Person	345,090
Average Household Size	2.83
HOUSING UNITS - 1980	2,565,621
Single Family Units	1,234,267
Multi-Family Units	1,331,354
EMPLOYMENT	
Total Employment	3,275,300
Durable Goods Manufacturing	524,000
Nondurable Goods Manufacturing	298,400
Mining/Quarrying	5,000
Contract Construction	125,100
Transportation and Services	134,100
Communications and Utilities	60,600
Wholesale Trade	253,000
Retail Trade	512,100
Finance, Insurance, Real Estate	221,100
Service and Miscellaneous	653,800
Government	488,100

(Continued)

Selected Demographic Statistics

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA - 1981

(Continued)

TOTAL RETAIL SALES (000)		$30,768,333
Total Food Stores (000,		6,011,122
Supermarkets (000)	5,636,735	
Eating and Drinking Places (000)		3,238,332
General Merchandise Stores (000)		4,050,998
Department Stores (000)	3,687,097	
Apparel and Accessories Stores (000)		1,769,990
Furniture/Home Furnishings/Appliance Stores (000)		1,441,902
Furniture and Home Furnishings Only (000)	873,528	
Automotive Dealers (000)		4,788,350
Gasoline Service Stations (000)		2,779,619
Building Materials and Hardware Dealers (000)		1,033,467
Drug Stores (000)		1,236,990
Other (000)		4,417,563

PROJECTIONS - 1984-1989

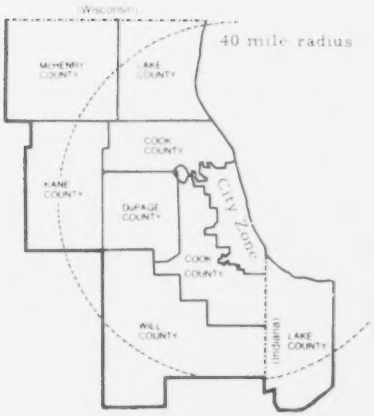
Population - 1984	7,083,200
Population - 1989	7,180,100
Households - 1984	2,639,100
Households - 1989	2,760,600
Average Household Effective Buying Income - 1984	$35,557
Average Household Effective Buying Income - 1989	$51,163
Total Retail Sales (000) - 1984	$47,162,491
Total Retail Sales (000) - 1989	$69,964,395
Total Retail Sales per Household - 1984	$17,871
Total Retail Sales per Household - 1989	$25,344

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Sales Management - 1981 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings;
U.S. Department of Labor - Bureau of Labor Statistics;
Sales Management - Forecaster's Handbook - 1979.

CITY AND RETAIL TRADING ZONE

The "City and Retail Trading Zone" is a geographically delineated area developed by newspapers in conjunction with the Audit Bureau of Circulations in order to analyze local newspaper circulation patterns. The "city zone' is comprised of the incorporated municipality in which the newspaper is located as well as selected suburban communities adjacent to the central city. The "retail trading zone" consists of the SMSA portion not included in the "city zone" as well as selected counties immediately adjacent to the SMSA. The Chicago "city zone" includes the corporate City of Chicago plus the Village of Oak Park. The Chicago "retail trading zone" encompasses the remainder of the Chicago SMSA and Lake County, Indiana which is added because more Chicago newspapers are circulated in this county than in either Kane, McHenry or Will Counties of the Chicago SMSA.

Counties	Households
Cook	1,888,600
DuPage	230,200
Kane	95,500
Lake (IL)	143,200
McHenry	50,500
Will	106,000
Lake (IN)	176,400
C & RTZ	2,690,400



CHICAGO NEWSPAPER CIRCULATION

Distribution Zone:	Daily	Sunday
C & RTZ	1,293,307	1,602,246

SOURCES: Sales Management - 1981 Survey of Buying Power Estimates; ABC Fas-Fax 9/30/81.

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

- 1981 -

TOTAL POPULATION	7,639,400
Under 18	2,194,432
18-24	982,876
25-34	1,299,560
35-49	1,301,305
50 and Over	1,861,227
EFFECTIVE BUYING INCOME	
Total Households	2,690,400
$0 - $7,999	367,064
$8,000 - $9,999	90,438
$10,000 - $14,999	265,034
$15,000 - $24,999	694,348
$25,000 and Over	1,273,518
Average Household Effective Buying Income	526,727
SIZE OF HOUSEHOLD	
Total Households	2,690,400
1 Person	636,429
2 Person	778,355
3-4 Person	901,330
5 or More Person	374,286
Average Household Size	2.84
HOUSING UNITS - 1980	2,747,568
Single Family Units	1,359,813
Multi-Family Units	1,387,755
EMPLOYMENT	
Total Employment,	3,475,184
Manufacturing	905,533
Wholesale and Retail Trade	801,800
Services	676,264
Government	512,535
Other	579,052

(Continued)

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE - 1981

(Continued)

TOTAL RETAIL SALES (000)		$33,025,464
Total Food Stores (000)		6,529,362
Supermarkets (000)	6,118,692	
Eating and Drinking Places (000)		3,456,698
General Merchandise Stores (000)		4,333,137
Department Stores (000)	3,952,785	
Apparel and Accessories Stores (000)		1,876,991
Furniture/Home Furnishings/Appliance Stores (000)		1,538,700
Furniture and Home Furnishings Only (000)	937,243	
Automotive Dealers (000)		5,155,853
Gasoline Service Stations (000)		3,065,149
Building Materials and Hardware Dealers (000)		1,130,822
Drug Stores (000)		1,331,762
Other (000)		4,606,990

PROJECTIONS - 1984-1989

Population - 1984	7,605,400
Population - 1989	7,735,400
Households - 1984	2,821,100
Households - 1989	2,963,300
Average Household Effective Buying Income - 1984	$35,641
Average Household Effective Buying Income - 1989	$51,016
Total Retail Sales (000) - 1984	$50,686,949
Total Retail Sales (000) - 1989	$75,599,679
Total Retail Sales per Household - 1984	$17,967
Total Retail Sales per Household - 1989	$25,512

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Sales Management - 1981 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Northwestern Indiana Regional Planning Commission - A Factual Image of Northwest Indiana;
Bell Federal Savings and Loan Association, Chicago - Survey of Buildings;
U.S. Department of Labor - Bureau of Labor Statistics,
Sales Management - Forecaster's Handbook - 1979.

CHICAGO-GARY-KENOSHA STANDARD CONSOLIDATED STATISTICAL AREA

As the large adjoining SMSA's have continued to grow it has become necessary for the United States Bureau of the Census to establish the Standard Consolidated Statistical Area (SCSA) in order to more accurately measure demographic and economic data. Computations for the Chicago-Gary Standard Consolidated Statistical Area first appeared in the 1960 United States Census with the creation of a separate Gary-Hammond-East Chicago SMSA. Following the 1980 Census, Kenosha County, Wisconsin was added. The inclusion of these SMSA's with the Chicago SMSA creates a nine county urbanized region 145 miles in length. It should be noted that Porter County in Indiana and Kenosha County in Wisconsin contribute little to the Chicago-Gary-Kenosha SCSA. The 1981 Sales Management reports 122,600 people in Porter County, Indiana and 123,500 in Kenosha County, Wisconsin.

Counties	Population Per Sq. Mile
Cook, IL	5,489
DuPage, IL	2,031
Kane, IL	541
Lake, IL	976
McHenry, IL	247
Will, IL	391
SMSA	1,914
Lake, IN	1,016
C & RTZ	1,805
Porter, IN	288
Kenosha, WI	454
SCSA	1,600

With the large growth in urbanized population in the Chicago Area, it should be pointed out that the Chicago-Gary-Kenosha SCSA is only part of a 19 county corridor of connecting SMSA's. The Chicago-Gary-Kenosha SCSA is bordered to the south by the Kankakee SMSA; by the contiguous SMSA's of Rockford, Janesville - Beloit and Madison to the west and northwest; and the adjoining SMSA's of Racine and Milwaukee to the north. In 1980, the population of this 19 county region was 10,308,600 which represents a growth of well over one million residents (13.2%) from the 9,105,800 count of 1960.

SOURCES: U.S. Bureau of the Census;
Sales Management - 1961 Survey of Buying Power Estimates;
Sales Management - 1981 Survey of Buying Power Estimates.

Selected Demographic Statistics

CHICAGO-GARY-KENOSHA STANDARD CONSOLIDATED STATISTICAL AREA

- 1981 -

TOTAL POPULATION	7,885,500
Under 18	2,263,139
18-24	1,017,229
25-34	1,348,420
35-49	1,340,535
50 and Over	1,916,177
EFFECTIVE BUYING INCOME	
Total Households	2,774,600
$0 - $7,999	376,145
$8,000 - $9,999	93,026
$10,000 - $14,999	271,840
$15,000 - $24,999	714,332
$25,000 and Over	1,319,257
Average Household Effective Buying Income	$26,765
SIZE OF HOUSEHOLD	
Total Households	2,774,600
1 Person	654,379
2 Person	802,451
3-4 Person	930,798
5 or More Person	386,972
Average Household Size	2.84
EMPLOYMENT	
Total Emplryment	3,572,900
Manufacturing	933,900
Mining/Quarrying	5,000
Contract Construction	142,900
Transportation and Utilities	209,200
Wholesale and Retail Trade	825,300
Finance, Insurance, Real Estate	231,600
Service and Miscellaneous	698,400
Government	526,600

Selected Demographic Statistics

CHICAGO-GARY-KENOSHA STANDARD CONSOLIDATED STATISTICAL AREA - 1981

(Continued)

TOTAL RETAIL SALES (000)		133,751,378
Total Food Stores (000)		6,712,443
Supermarkets (000)	4,292,785	
Eating and Drinking Places (000)		3,949,339
General Merchandise Stores (000)		4,418,287
Department Stores (000)	3,020,341	
Apparel and Accessories Stores (000)		1,890,202
Furniture/Home Furnishings/Appliance Stores (000)		1,965,224
Furniture and Home Furnishings Only (000)	930,343	
Automotive Dealers (000)		5,239,023
Gasoline Service Stations (000)		3,176,293
Building Materials and Hardware Dealers (000)		1,158,531
Drug Stores (000)		1,359,744
Other (000)		4,682,270

PROJECTIONS - 1984-1989

Population - 1984	7,878,000
Population - 1989	8,000,700
Households - 1984	2,917,000
Households - 1989	3,063,900
Average Household Effective Buying Income - 1984	$35,959
Average Household Effective Buying Income - 1989	$51,288
Total Retail Sales (000) - 1984	$52,081,324
Total Retail Sales (000) - 1989	$77,919,850
Total Retail Sales per Household - 1984	$17,854
Total Retail Sales per Household - 1989	$25,432

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Sales Management - 1981 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission - 1978 Regional Data Report;
Northwestern Indiana Regional Planning Commission - A Factual Image of Northwest Indiana;
U.S. Department of Labor - Bureau of Labor Statistics;
Sales Management - Forecaster's Handbook - 1979.

Business Statistics

CHICAGO AND GARY-HAMMOND-EAST CHICAGO MSA's

- 1981 -

Gross Metropolitan Product	$ 112,100,000,000
Personal Income	$ 87,000,000,000
Wages and Salaries Received	$ 58,600,000,000
Bank Clearings	$ 271,118,000,000
Retail Sales	$ 33,655,000,000
Chicago Manufactured Products (gross sales)	$ 94,078,000,000
Primary Metals	$ 15,985,000,000
Food and Kindred Products	$ 10,925,000,000
Electrical Machinery	$ 10,313,000,000
Petroleum and Coal Products	$ 10,020,000,000
Non-Electrical Machinery	$ 9,224,000,000
Fabricated Metal Products	$ 8,156,000,000
Chemicals and Allied Products	$ 7,444,000,000
Printing and Publishing	$ 5,843,000,000
Transportation Equipment	$ 3,591,000,000
Instruments and Related Products	$ 2,646,000,000
Paper and Allied Products	$ 2,359,000,000
Stone, Clay and Glass Products	$ 1,771,000,000
Rubber and Plastic Products	$ 1,579,000,000
Apparel and Related Products	$ 992,000,000
Furniture and Fixtures	$ 690,000,000
Lumber and Wood Products	$ 497,000,000
Leather and Leather Products	$ 197,000,000
Miscellaneous Manufacturing	$ 1,446,000,000
Index of Industrial Activity (1972=100.0)	107.0
Electric Power Sales (kwhr)	66,945,000,000
Steel Production (net ingot tons)	24,148,000
Industrial Gas Consumed (therms)	393,965,000
Industrial Building and Land Investment	$ 367,000,000
All Passengers (arriving and departing)	44,000,000
Scheduled Plane Movements	633,371
Air Freight and Express (lbs.)	1,290,000,000

SOURCE: Chicago Association of Commerce and Industry.

CHICAGO AREA OF DOMINANT INFLUENCE

The Area of Dominant Influence (ADI) is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the television stations in the home market receive the majority of viewer preference. Each county in the United States is assigned to one ADI exclusively. There is no overlap. All counties within the United States (Alaska and Hawaii excluded) are assigned to ADI's annually.

The Chicago ADI includes the Chicago-Gary-Kenosha SCSA plus six additional counties in Illinois and three in Indiana. The population of the Chicago ADI is greater than the population in all but eight of the United States. There are only eight states in the United States where retail sales are greater than in the Chicago ADI. The Chicago ADI includes both the richest farm lands and heaviest industrial concentrations of any ADI in the United States.

Counties	Population
Cook, IL	5,236,600
DuPage, IL	672,200
Kane, IL	281,200
Lake, IL	446,200
McHenry, IL	150,900
Will, IL	331,000
Chicago SMSA	7,118,100
DeKalb, IL	74,900
Grundy, IL	30,900
Iroquois, IL	33,000
Kankakee, IL	103,700
Kendall, IL	38,100
LaSalle, IL	109,000
Jasper, IN	26,600
Lake, IN	521,300
LaPorte, IN	108,900
Newton, IN	15,100
Porter, IN	122,600
Kenosha, WI	123,500
Chicago ADI	8,425,700

SOURCES: Sales Management - 1981 Survey of Buying Power Estimates;
Arbitron - American Research Bureau.

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

- 1981 -

TOTAL POPULATION		8,425,700
Under 18		2,417,196
18-24		1,094,037
25-34		1,433,428
35-49		1,426,017
50 and Over		2,055,022
EFFECTIVE BUYING INCOME		
Total Households		2,962,700
$0 - $7,999		407,197
$8,000 - $9,999		100,466
$10,000 - $14,999		292,237
$15,000 - $24,999		770,759
$25,000 and Over		1,392,041
Average Household Effective Buying Income		$26,529
SIZE OF HOUSEHOLD		
Total Households		2,962,700
1 Person		696,850
2 Person		860,576
3-4 Person		992,968
5 or More Person		412,306
Average Household Size		2.84
TOTAL RETAIL SALES (000)		$35,850,189
Total Food Stores (000)		7,163,562
Supermarkets (000)	6,720,285	
Eating and Drinking Places (000)		3,769,002
General Merchandise Stores (000)		4,640,808
Department Stores (000)	4,194,592	
Apparel and Accessories Stores (000)		1,964,973
Furniture/Home Furnishings/Appliance Stores (000)		1,651,257
Furniture and Home Furnishings Only (000)	998,827	
Automotive Dealers (000)		5,598,672
Gasoline Service Stations (000)		3,468,153
Building Materials and Hardware Dealers (000)		1,308,061
Drug Stores (000)		1,442,621
Other (000)		4,843,080

(Continued)

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE - 1981

(Continued)

PROJECTIONS - 1984-1989

Population - 1984	8,411,100
Population - 1989	8,546,300
Households - 1984	3,107,000
Households - 1989	3,272,000
Average Household Effective Buying Income - 1984	$35,720
Average Household Effective Buying Income - 1989	$50,867
Total Retail Sales (000) - 1984	$55,343,076
Total Retail Sales (000) - 1989	$82,412,073
Total Retail Sales per Household - 1984	$17,812
Total Retail Sales per Household - 1989	$25,187

SOURCES: Sales Management - 1980 Survey of Buying Power Estimates;
Sales Management - 1981 Survey of Buying Power Estimates;
Sales Management - Forecaster's Handbook - 1979.

Section Two:

MEASURING THE MARKET

POPULATION - SCSA'S AND COMPONENT CITIES

POPULATION - LEADING SMSA'S AND CITIES

SIZE AND ECONOMIC MEASURES - LEADING CHICAGO AND SUBURBAN AREAS

MARRIAGES, BIRTHS AND DEATHS

NEW CAR SALES

RESIDENTIAL BUILDING PERMITS

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

RETAIL ESTABLISHMENTS, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, CHICAGO SMSA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, COOK COUNTY VS. CHICAGO SMSA

RETAIL SALES, CHICAGO SMSA VS. STATE OF ILLINOIS

TOP TWO MARKETS COMPARED

CHICAGO FOOD STORE SALES COMPARED WITH TOTAL SALES IN OTHER MAJOR AREAS

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

CHICAGO AREA FAMILY BUDGETS COMPARED WITH OTHER MAJOR MARKETS

FOOD COST AS PART OF FAMILY BUDGET

FOOD PRODUCERS PRICE INDEXES

COMPARISON OF FOOD PRICE CHANGES BY PRODUCTS AND CITIES

CHICAGO PRICE TRENDS

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS

CHICAGO'S FUTURE MAJOR REGIONAL SHOPPING CENTERS

ESTIMATED SIZE AND INCOME OF THE 77 CHICAGO COMMUNITY AREAS

Showing population, number of households, and median household income, . . . with Community Areas ranked, in descending order, for each measure.

Community Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
1	21	55,525	9	26,709	43	$ 16,754
2	14	61,129	10	24,813	9	21,181
3	10	86,416	8	27,059*	67	12,479
4	31	43,954	20	18,923	32	17,561
5	40	35,161	34	14,369	46	16,235
6	2	97,519	1	34,698	50	$ 15,525
7	19	57,166	5	32,205	69	12,320
8	8	67,167	3	38,144	51	15,436
9	68	12,457	66	4,637	7	21,254
10	33	40,385	30	15,081	6	21,463
11	50	24,583	47	10,090	20	$ 19,368
12	60	18,991	58	6,863	2	23,024
13	62	15,273	61	5,708	5	21,790
14	27	46,075	27	16,306	36	17,243
15	17	57,369	12	22,454	23	18,773
16	24	49,489	15	20,795	35	$ 17,290
17	36	37,860	32	14,739	19	19,485
18	71	10,793	68	4,106	21	19,079
19	23	53,371	14	20,891	31	17,596
20	58	19,547	56	7,021	41	16,908
21	42	33,527	39	13,001	52	$ 15,429
22	4	84,768	7	29,603	53	15,154
23	7	70,879	16	20,407	55	14,674
24	3	96,428	4	35,230	63	12,784
25	1	138,026	2	40,953	40	16,912
26	41	33,865	49	10,010	60	$ 13,849
27	44	31,580	45	11,123	74	10,448
28	18	57,305	19	19,661	72	10,858
29	13	61,534	25	17,128	64	13,212
30	6	75,204	21	18,884	57	14,443
31	29	44,951	41	12,612	56	$ 14,590
32	75	6,462	57	6,952	59	13,920
33	74	7,243	73	3,361	76	< 7,500
34	67	12,473	67	4,384	61	13,633
35	39	35,700	35	14,268	66	12,589
36	61	16,748	64	4,921	75	$ 7,717
37	76	5,832	76	1,574	68	12,395
38	22	53,741	13	20,908	73	10,554
39	34	21,974	46	10,618	63	13,218
40	43	31,935	37	13,244	71	11,476

ESTIMATED SIZE AND INCOME
OF THE 77 CHICAGO COMMUNITY AREAS (Continued)

Community Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
41	45	31,198	35	14,248	38	$ 17,016
42	38	36,323	31	15,073	70	11,747
43	3	77,743	6	31,369	47	16,203
44	32	40,725	28	16,441	37	17,120
45	63	13,792	69	4,091	14	20,289
46	26	46,422	33	14,736	42	$ 16,827
47	77	3,942	77	1,065	34	17,329
48	56	20,505	60	5,970	10	20,947
49	11	64,372	22	18,854	24	18,595
50	72	10,341	72	3,523	30	17,869
51	59	19,400	62	5,553	25	$ 18,392
52	55	21,331	55	7,998	17	19,748
53	30	44,904	43	12,354	15	20,168
54	64	13,539	74	3,356	54	14,795
55	69	11,572	75	3,353	22	18,840
56	35	37,935	40	12,839	13	$ 20,380
57	73	9,708	70	3,872	28	18,088
58	47	30,770	42	12,461	44	16,681
59	65	13,248	63	5,014	33	17,414
60	46	30,923	44	11,558	48	15,654
61	20	55,860	24	18,057	49	$ 15,535
62	66	12,797	65	4,762	18	19,655
63	51	24,445	50	9,428	27	18,100
64	53	22,584	53	8,080	12	20,493
65	49	24,748	52	8,661	11	20,559
66	25	46,568	23	18,171	29	$ 17,884
67	12	62,069	29	16,429	45	16,300
68	15	59,075	17	20,081	62	13,235
69	28	45,218	26	17,123	58	14,432
70	34	40,477	38	13,013	3	22,749
71	9	65,132	18	19,932	26	$ 18,182
72	52	23,360	54	8,071	1	25,432
73	37	36,453	48	10,032	16	19,804
74	57	20,084	59	6,815	4	21,840
75	48	29,315	51	9,108	8	21,215
76	70	11,068	71	3,630		d.n.a.
77	16	58,561	11	23,702*	39	$ 16,938

< less than
d.n.a. - data not available
* National Planning Data Corporation Estimate

SOURCES: Population - U.S. Census - 1980 (Advance Reports);
Households - Sun-Times Estimates;
- National Planning Data Corporation;
Household Income - National Planning Data Corporation (1978).

PROJECTED POPULATION AND HOUSEHOLDS
OF THE 77 CHICAGO COMMUNITY AREAS

- 2000 -

Showing population and number of households ... with Community Areas ranked in descending order, for each measure.

Community Number	Rank	Population	Rank	Households
1	19	57,100	10	27,100
2	13	66,600	11	25,800
3	11	67,100	5	33,300
4	31	44,800	24	19,100
5	42	36,600	36	14,500
6	2	111,600	1	54,800
7	14	66,500	6	31,200
8	4	91,000	2	48,200
9	68	12,700	66	4,500
10	41	40,100	39	13,900
11	50	26,400	48	10,000
12	58	19,600	58	6,800
13	62	15,700	63	5,400
14	35	43,700	30	16,500
15	17	59,700	14	22,800
16	26	50,50[illegible]	19	20,500
17	37	42,800	35	14,600
18	71	11,[illegible]50	69	4,100
19	23	53,800	18	20,900
20	61	18,200	57	7,000
21	46	32,700	41	12,800
22	6	79,600	7	29,500
23	12	66,700	16	21,900
24	3	106,000	4	35,700
25	1	120,000	3	43,200
26	32	44,600	45	12,000
27	27	48,000	38	14,100
28	7	79,400	13	23,800
29	5	88,600	15	22,600
30	21	56,300	26	18,300
31	28	47,600	33	15,100
32	69	12,200	54	7,700
33	65	13,500	64	5,100
34	69	12,200	69	4,100
35	30	45,000	25	19,000
36	57	19,800	61	5,800
37	76	6,500	76	1,900
38	9	75,300	12	24,100
39	49	27,300	46	11,800
40	36	43,000	34	14,700

PROJECTED POPULATION AND HOUSEHOLDS
OF THE 77 CHICAGO COMMUNITY AREAS (Continued)

- 2000 -

Community Number	Rank	Population	Rank	Households
41	43	35,400	32	16,100
42	24	52,500	20	19,900
43	10	68,800	8	29,300
44	33	44,300	30	16,500
45	65	13,500	68	4,200
46	38	41,400	37	14,300
47	77	2,800	77	1,000
48	59	18,700	59	6,000
49	18	59,400	23	19,400
50	73	9,900	74	3,600
51	60	18,300	62	5,600
52	56	23,000	53	7,800
53	39	41,300	40	13,400
54	64	14,200	73	3,400
55	72	10,500	74	3,300
56	40	40,200	44	12,300
57	71	9,900	71	3,600
58	45	32,900	43	12,400
59	63	14,600	64	5,100
60	47	32,400	47	11,500
61	19	57,100	22	19,500
62	67	13,000	66	4,500
63	54	24,900	51	8,400
64	55	23,400	55	7,300
65	51	26,000	59	6,000
66	29	45,200	27	18,200
67	22	55,100	29	16,700
68	8	78,100	16	21,900
69	25	50,600	28	17,700
70	33	44,300	41	12,800
71	15	63,700	20	19,900
72	51	26,000	52	8,500
73	44	34,600	49	9,900
74	53	25,100	55	7,300
75	48	32,200	49	9,900
76	75	6,600	75	2,700
77	16	61,000	9	29,100

SOURCE: City of Chicago, Department of Planning, City and Community Development.

STANDARD CONSOLIDATED STATISTICAL AREAS

(Showing SMSA components and distribution of population within, and outside of, central cities.)

Rank	S.C.S.A. Name	S.C.S.A. Total Population	S.M.S.A. COMPONENTS Name	S.M.S.A. COMPONENTS Total Population	CENTRAL CITY Name	CENTRAL CITY Population	Outside Central City Population
1	New York - Newark - Jersey City, NY - NJ - CT	16,120,023	New York, NY - NJ	9,119,737	New York	7,071,030	9,048,993
			Nassau - Suffolk, NY	2,605,813			
			Newark, NJ	1,965,304			
			New Brunswick - Perth Amboy - Sayreville, NJ	595,893			
			Jersey City, NJ	556,972			
			Long Branch - Asbury Park, NJ	503,173			
			Paterson - Clifton - Passaic, NJ	447,585			
			Stamford, CT	198,854			
			Norwalk, CT	126,692			
2	Los Angeles - Long Beach - Anaheim, CA	11,496,206	Los Angeles - Long Beach, CA	7,477,657	Los Angeles	2,966,763	8,529,443
			Anaheim - Santa Ana - Garden Grove, CA	1,931,570			
			Riverside - San Bernardino - Ontario, CA	1,557,080			
			Oxnard - Simi Valley - Ventura, CA	529,899			
3	Chicago - Gary - Kenosha, IL - IN - WI	7,868,246	Chicago, IL	7,102,328	Chicago	3,005,072	4,863,174
			Gary - Hammond - East Chicago, IN	642,781			
			Kenosha, WI	123,137			
4	Philadelphia - Wilmington - Trenton, PA - DE - NJ - MD	5,548,789	Philadelphia, PA - NJ	4,716,818	Philadelphia	1,688,210	3,860,579
			Wilmington, DE - NJ - MD	524,108			
			Trenton, NJ	307,863			

5	San Francisco - Oakland - San Jose, CA	5,182,021	San Francisco - Oakland, CA	3,252,721	San Francisco	678,974	4,503,047
			San Jose, CA	1,295,071			
			Vallejo - Fairfield - Napa, CA	334,402			
			Santa Rosa, CA	299,827			
6	Detroit - Ann Arbor, MI	4,617,510	Detroit, MI	4,352,762	Detroit	1,203,339	3,414,171
			Ann Arbor, MI	264,748			
7	Boston - Lawrence - Lowell, MA - NH	3,448,122	Boston, MA	2,763,357	Boston	562,994	2,585,128
			Lawrence - Haverhill, MA - NH	281,981			
			Lowell, MA - NH	233,410			
			Brockton, MA	169,374			
8	Houston - Galveston, TX	3,101,290	Houston, TX	2,905,350	Houston	1,594,086	1,507,204
			Galveston - Texas City, TX	195,940			
9	Cleveland - Akron - Lorain, OH	2,833,957	Cleveland, OH	1,898,720	Cleveland	573,822	2,260,135
			Akron, OH	660,328			
			Lorain - Elyria, OH	274,909			
10	Miami - Fort Lauderdale, FL	2,640,022	Miami, FL	1,625,979	Miami	346,931	2,293,091
			Fort Lauderdale - Hollywood, FL	1,014,043			
11	Seattle - Tacoma, WA	2,092,408	Seattle - Everett, WA	1,606,765	Seattle	493,846	1,598,562
			Tacoma, WA	485,643			
12	Cincinnati - Hamilton, OH - KY - IN	1,660,190	Cincinnati, OH - KY - IN	1,401,403	Cincinnati	385,457	1,274,733
			Hamilton - Middletown, OH	258,787			
13	Milwaukee - Racine, WI	1,570,275	Milwaukee, WI	1,397,143	Milwaukee	636,212	934,063
			Racine, WI	173,132			
14	Indianapolis - Anderson, IN	1,306,265	Indianapolis, IN	1,166,929	Indianapolis	700,807	605,458
			Anderson, IN	139,336			
15	Providence - Fall River, RI - MA	1,096,047	Providence - Warwick - Pawtucket, RI - MA	919,216	Providence	156,804	939,243
			Fall River, MA - RI	176,831			
16	Dayton - Springfield, OH	1,013,955	Dayton, OH	830,070	Dayton	203,588	810,367
			Springfield, OH	183,885			

SOURCE: U.S. Census - 1980 (Advance Reports).

STANDARD METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

(Showing distribution of population within, and outside of, central cities.)

Rank	S.M.S.A. Name	S.M.S.A. Total Population	Central City Name	Central City Population	Outside Central City Population
1	New York, NY - NJ	9,119,737	New York	7,071,030	2,048,707
2	Los Angeles - Long Beach, CA	7,477,657	Total	3,328,097	4,149,560
			Los Angeles	(2,966,763)	
			Long Beach	(361,334)	
3	Chicago, IL	7,102,328	Chicago	3,005,072	4,097,256
4	Philadelphia, PA - NJ	4,716,818	Philadelphia	1,688,210	3,028,608
5	Detroit, MI	4,352,762	Detroit	1,203,339	3,149,423
6	San Francisco - Oakland, CA	3,252,721	Total	1,018,262	2,234,459
			San Francisco	(678,974)	
			Oakland	(339,288)	
7	Washington, DC - MD - VA	3,060,240	Washington	637,651	2,422,589
8	Dallas - Fort Worth, TX	2,974,878	Total	1,289,219	1,685,659
			Dallas	(904,078)	
			Fort Worth	(385,141)	
9	Houston, TX	2,905,350	Houston	1,594,086	1,311,264
10	Boston, MA	2,763,357	Boston	562,994	2,200,363
11	Nassau - Suffolk, NY	2,605,813	Hempstead	40,404	2,565,409
12	St. Louis, MO - IL	2,355,276	St. Louis	453,085	1,902,191
13	Pittsburgh, PA	2,263,894	Pittsburgh	423,938	1,839,956
14	Baltimore, MD	2,174,023	Baltimore	786,775	1,387,248
15	Minneapolis - St. Paul, MN - WI	2,114,256	Total	641,181	1,473,075
			Minneapolis	(370,951)	
			St. Paul	(270,230)	
16	Atlanta, GA	2,029,618	Atlanta	425,022	1,604,596
17	Newark, NY	1,965,304	Newark	329,248	1,636,056
18	Anaheim - Santa Ana - Garden Grove, CA	1,931,570	Total	548,911	1,382,659
			Anaheim	(221,847)	
			Santa Ana	(203,713)	
			Garden Grove	(123,351)	

19	Cleveland, OH	1,898,720	Cleveland	573,822	1,324,898
20	San Diego, CA	1,861,846	San Diego	875,504	986,342
21	Miami, FL	1,625,979	Miami	346,931	1,279,048
22	Denver - Boulder, CO	1,619,921	Total	568,081	1,051,840
			Denver	(491,396)	
			Boulder	(76,685)	
23	Seattle - Everett, WA	1,606,765	Total	548,259	1,058,506
			Seattle	(493,846)	
			Everett	(54,413)	
24	Tampa - St. Petersburg, FL	1,569,492	Total	508,416	1,061,076
			Tampa	(271,523)	
			St. Petersburg	(236,893)	
25	Riverside - San Bernardino - Ontario, CA	1,557,080	Total	377,753	1,179,327
			Riverside	(170,876)	
			San Bernardino	(118,057)	
			Ontario	(88,820)	
26	Phoenix, AZ	1,508,030	Phoenix	764,911	743,119
27	Cincinnati, OH - KY - IN	1,401,403	Cincinnati	385,457	1,015,946
28	Milwaukee, WI	1,397,143	Milwaukee	636,212	760,931
29	Kansas City, MO - KS	1,327,020	Kansas City	448,159	878,861
30	San Jose, CA	1,295,071	San Jose	636,550	658,521
31	Buffalo, NY	1,242,573	Buffalo	357,870	884,703
32	Portland, OR - WA	1,242,187	Portland	366,383	875,804
33	New Orleans, LA	1,186,725	New Orleans	557,482	629,243
34	Indianapolis, IN	1,166,929	Indianapolis	700,807	466,122
35	Columbus, OH	1,093,293	Columbus	564,871	528,422
36	San Antonio, TX	1,071,954	San Antonio	785,410	286,544
37	Fort Lauderdale - Hollywood, FL	1,014,043	Total	270,444	743,599
			Fort Lauderdale	(153,256)	
			Hollywood	(117,188)	
38	Sacramento, CA	1,014,002	Sacramento	275,741	738,261

SOURCE: U.S. Census - 1980 (Advance Reports).

ESTIMATED SIZE AND INCOME OF THE 262 SUBURBAN PLACES WITHIN THE CHICAGO SMSA

Showing population, number of households, and median family income . . . with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Addison	35	28,836	34	8,417	93	$ 21,770
Algonquin	147	5,834	158	1,853	125	20,030
Alsip	68	17,134	68	6,036	79	22,410
Antioch	170	4,419	169	1,514	163	17,840
Arlington Heights	5	66,116	9	22,180	20	29,990
Aurora	1	81,293	2	27,668	162	$ 17,850
Bannockburn	225	1,316	248	180	d.n.a.	
Barrington	125	9,029	126	3,162	40	25,860
Barrington Hills	187	3,631	190	1,090	2	42,250
Bartlett	92	13,254	99	4,217	82	22,350
Batavia	98	12,574	92	4,380	133	$ 19,800
Bedford Park	236	988	232	329	d.n.a.	
Beecher	207	2,024	207	721	d.n.a.	
Bellwood	59	19,811	62	6,463	121	20,400
Bensenville	76	16,124	69	5,854	94	21,710
Berkeley	153	5,467	156	1,882	81	$ 22,400
Berwyn	14	46,849	11	19,831	144	18,720
Bloomingdale	97	12,659	104	3,977	67	23,390
Blue Island	56	21,855	40	8,506	155	18,340
Bolingbrook	24	37,261	25	10,968	98	21,490
Braidwood	189	3,429	191	1,089	d.n.a.	
Bridgeview	86	14,155	86	4,658	141	$ 19,080
Broadview	128	8,618	121	3,292	153	18,390
Brookfield	61	19,395	54	7,299	107	21,080
Buffalo Grove	55	22,230	56	7,001	47	24,960
Bull Valley	250	509	252	149	d.n.a.	
Burbank	36	28,462	39	8,562	112	$ 20,740
Burlington	252	442	251	155	d.n.a.	
Burnham	182	4,030	178	1,343	136	19,680
Burr Ridge	184	3,833	184	1,198	d.n.a.	
Calumet City	18	38,673	15	15,649	109	$ 20,870
Calumet Park	127	8,788	129	3,053	139	19,490
Carol Stream	79	15,472	70	5,835	59	24,110
Carpentersville	48	23,272	60	6,863	115	20,720
Cary	141	6,640	140	2,270	149	18,610
Channahon	185	3,734	191	1,089	d.n.a.	
Chicago Heights	25	37,026	23	11,980	178	$ 16,000
Chicago Ridge	90	13,473	83	4,973	104	21,180
Cicero	7	61,232	4	24,212	171	17,260
Clarendon Hills	137	6,857	139	2,482	25	28,520

ESTIMATED SIZE AND INCOME OF 262 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Country Club Hills	84	14,676	100	4,204	38	$ 25,910
Countryside	142	6,538	133	2,806	118	20,520
Crest Hill	122	9,252	115	3,560	160	17,880
Crestwood	111	10,712	110	3,753	108	20,930
Crete	156	5,417	159	1,815	90	21,880
Crystal Lake	62	18,590	64	6,191	85	$ 22,190
Darien	83	14,968	87	4,585	37	26,010
Deer Park	222	1,368	223	407	d.n.a.	
Deerfield	67	17,430	79	5,360	13	31,780
Des Plaines	11	53,568	13	18,779	72	22,820
Dixmoor	175	4,175	171	1,454	175	$ 16,400
Dolton	43	24,766	44	8,287	72	22,820
Downers Grove	19	39,274	18	14,356	54	24,360
East Chicago Hts.	157	5,347	186	1,178	183	13,450
East Dundee	200	2,618	198	912	122	20,200
East Hazelcrest	224	1,362	217	484	d.n.a.	
Elburn	228	1,224	222	417	d.n.a.	
Elgin	6	63,798	6	23,463	154	$ 18,350
Elk Grove Village	33	28,907	35	9,363	56	24,330
Elmhurst	15	44,251	16	14,705	65	23,530
Elmwood Park	44	24,016	33	9,429	116	$ 20,560
Elwood	239	814	239	289	d.n.a.	
Evanston	3	73,706	1	27,907	124	20,100
Evergreen Park	54	22,260	51	7,567	86	22,160
Flossmoor	129	8,423	135	2,693	8	36,080
Forest Park	81	15,177	50	7,569	128	$ 19,990
Forest View	242	764	240	271	d.n.a.	
Fox Lake	138	6,831	132	2,846	170	17,320
Fox River Grove	201	2,515	197	932	d.n.a.	
Fox Rvr Vly Grdns	249	541	249	177	d.n.a.	
Frankfort	172	4,357	181	1,256	d.n.a.	
Franklin Park	65	17,507	67	6,126	119	$ 20,510
Geneva	118	9,881	116	3,545	71	22,860
Gilberts	256	263	256	86	d.n.a.	
Glen Ellyn	46	23,649	41	8,444	26	28,270
Glencoe	124	9,200	127	3,092	3	$ 41,950
Glendale Heights	51	23,163	53	7,411	35	26,210
Glenview	28	30,842	28	10,321	22	29,860
Glenwood	113	10,538	118	3,378	43	25,560
Godley	253	373	255	104	d.n.a.	
Golf	251	482	250	157	d.n.a.	
Grayslake	159	5,260	[illegible]	1,908	75	$ 22,570
Green Oaks	221	1,415	225	398	d.n.a.	
Gurnee	136	7,179	136	2,670	88	22,000
Hainesville	259	187	260	49	d.n.a.	

ESTIMATED SIZE AND INCOME OF 262 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Hampshire	213	1,735	211	584	d.n.a.	
Hanover Park	34	28,850	38	8,726	64	$ 23,570
Harvard	161	5,126	152	1,930	159	17,940
Harvey	26	35,810	24	10,978	177	16,110
Harwood Heights	131	8,228	119	3,343	104	21,180
Hawthorn Woods	214	1,658	218	482	d.n.a.	
Hazel Crest	87	13,973	90	4,454	50	$ 24,600
Hebron	241	786	238	293	d.n.a.	
Hickory Hills	88	13,778	89	4,468	100	21,290
Highland Park	30	30,611	30	10,223	15	31,000
Highwood	154	5,452	147	1,979	174	$ 16,600
Hillside	130	8,279	128	3,072	63	23,640
Hinsdale	71	16,726	72	5,748	23	29,710
Hodgkins	209	2,005	201	875	d.n.a.	
Hoffman Estates	22	38,258	22	12,849	30	27,280
Holiday Hills	240	802	243	228	d.n.a.	
Hometown	158	5,324	151	1,938	152	$ 18,400
Homewood	60	19,724	55	7,149	38	25,910
Huntley	215	1,646	213	563	d.n.a.	
Indian Creek	257	236	258	68	d.n.a.	
Indian Head Park	193	2,915	187	1,168	d.n.a.	
Inverness	180	4,046	188	1,152	d.n.a.	
Island Lake	203	2,293	205	771	d.n.a.	
Itasca	134	7,948	138	2,559	76	$ 22,510
Joliet	2	77,956	3	27,272	169	17,530
Justice	112	10,552	108	3,884	144	$ 18,720
Kenilworth	198	2,708	203	822	1	42,950
Kildeer	216	1,609	220	442	d.n.a.	
La Grange	77	15,681	77	5,582	32	26,600
La Grange Park	91	13,359	81	5,171	58	24,200
Lake Barrington	202	2,320	202	869	d.n.a.	
Lake Bluff	167	4,434	170	1,511	19	$ 30,110
Lake Forest	80	15,245	84	4,821	10	34,040
Lake-in-the-Hills	151	5,651	162	1,669	129	19,850
Lake Villa	219	1,462	215	497	d.n.a.	
Lake Zurich	132	8,225	137	2,592	87	$ 22,620
Lakemoor	244	723	241	252	d.n.a.	
Lakewood	227	1,254	228	384	d.n.a.	
Lansing	32	29,039	27	10,371	74	22,650
Lemont	152	5,640	150	1,948	150	18,600
Libertyville	74	16,520	80	5,307	36	$ 26,110
Lincolnshire	176	4,151	185	1,185	6	39,250
Lincolnwood	102	11,921	102	4,094	11	32,560
Lindenhurst	144	6,220	160	1,749	66	23,410
Lisle	89	13,625	82	5,090	52	24,440

ESTIMATED SIZE AND INCOME OF 262 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Lockport	126	9,017	122	3,289	135	$ 19,700
Lombard	23	37,295	21	12,981	59	24,110
Long Grove	208	2,013	214	534	d.n.a.	
Lynwood	174	4,195	176	1,374	d.n.a.	
Lyons	117	8,925	106	3,965	138	19,620
Manhattan	211	1,944	209	670	d.n.a.	
Maple Park	246	637	244	216	d.n.a.	
Marengo	171	4,361	163	1,631	156	$ 18,210
Markham	82	15,172	105	3,971	146	18,700
Matteson	115	10,223	125	3,203	49	24,770
Maywood	38	27,998	42	8,357	173	$ 16,650
McCook	255	303	253	135	d.n.a.	
McCullom Lake	237	947	235	318	d.n.a.	
McHenry	109	10,908	107	3,929	140	19,170
McHenry Shores	234	1,041	236	317	d.n.a.	
Melrose Park	57	20,735	45	7,982	143	$ 18,760
Merrionette Park	206	2,054	196	935	d.n.a.	
Mettawa	254	330	254	108	d.n.a.	
Midlothian	85	14,274	88	4,554	115	20,600
Minooka	217	1,565	216	495	d.n.a.	
Mokena	165	4,578	168	1,522	d.n.a.	
Monee	235	993	229	371	d.n.a.	
Montgomery	190	3,363	182	1,238	114	$ 20,650
Morton Grove	45	23,747	46	7,949	29	27,370
Mount Prospect	12	52,634	14	18,769	28	27,490
Mundelein	69	17,053	78	5,519	61	$ 24,060
Naperville	17	42,330	20	13,043	21	29,890
New Lenox	149	5,792	153	1,925	123	20,130
Niles	31	30,363	29	10,232	70	23,020
Norridge	75	16,483	74	5,668	62	24,040
North Aurora	160	5,205	155	1,897	147	$ 18,640
North Barrington	218	1,475	219	460	d.n.a.	
North Chicago	20	38,774	57	6,999	181	13,940
North Riverside	139	6,764	130	2,906	83	22,280
Northbrook	29	30,735	32	9,534	9	35,120
Northfield	148	5,807	145	2,033	12	$ 32,100
Northlake	101	12,166	98	4,227	120	20,460
Oak Brook	140	6,641	148	1,970	5	39,820
Oak Forest	41	26,096	49	7,708	101	21,280
Oak Lawn	8	60,590	10	20,725	51	24,540
Oak Park	10	54,887	7	22,511	131	$ 19,830
Oakbrook Terrace	204	2,285	189	1,124	d.n.a.	
Oakwood Hills	226	1,255	224	401	d.n.a.	
Old Mill Creek	262	84	262	30	d.n.a.	
Olympia Fields	178	4,146	183	1,218	4	41,120

ESTIMATED SIZE AND INCOME OF 262 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Orland Park	52	23,045	58	6,963	27	$ 27,780
Palatine	27	32,166	26	10,628	34	26,350
Palos Heights	108	11,096	123	3,242	18	30,420
Palos Hills	73	16,654	75	5,607	78	22,490
Palos Park	191	3,150	195	990	16	30,970
Park City	186	3,673	164	1,626	180	$ 15,120
Park Forest	39	26,222	37	8,985	54	24,360
Park Forest South	143	6,245	143	2,062	d.n.a.	
Park Ridge	21	38,704	19	13,275	33	26,540
Peotone	195	2,832	193	1,009	d.n.a.	
Phoenix	194	2,850	200	904	179	$ 15,420
Pingree Grove	260	183	259	63	d.n.a.	
Plainfield	166	4,485	166	1,558	125	20,030
Posen	164	4,642	167	1,548	131	19,830
Prairie Grove	245	680	246	199	d.n.a.	
Prospect Heights	103	11,808	85	4,679	d.n.a.	
Richmond	233	1,068	227	388	d.n.a.	
Richton Park	120	9,403	120	3,314	68	$ 23,250
River Forest	100	12,392	103	4,050	14	31,070
River Grove	114	10,368	95	4,254	109	20,870
Riverdale	93	13,233	76	5,606	133	$ 19,800
Riverside	123	9,236	117	3,535	42	25,570
Riverwoods	196	2,804	204	810	d.n.a.	
Robbins	133	8,119	142	2,151	182	13,630
Rockdale	212	1,913	208	713	d.n.a.	
Rolling Meadows	58	20,167	59	6,905	79	$ 22,410
Romeoville	78	15,519	109	3,838	101	21,280
Roselle	70	16,948	71	5,792	31	27,120
Rosemont	179	4,137	146	1,983	167	17,680
Round Lake	199	2,644	199	911	d.n.a.	
Round Lake Beach	94	12,921	113	3,612	165	$ 17,750
Round Lake Heights	229	1,192	230	353	d.n.a.	
Round Lake Park	181	4,032	179	1,285	172	16,720
St. Charles	66	17,492	66	6,165	69	23,120
Sauk Village	110	10,906	131	2,847	97	21,580
Schaumburg	13	52,319	12	18,857	53	$ 24,380
Schiller Park	106	11,458	96	4,244	137	19,650
Shorewood	163	4,714	173	1,408	d.n.a.	
Skokie	9	60,278	8	22,314	44	25,400
Sleepy Hollow	210	2,000	210	604	d.n.a.	
South Barrington	231	1,168	237	307	d.n.a.	
South Chicago Hts.	183	3,932	172	1,435	160	$ 17,880
South Elgin	145	6,218	157	1,859	164	17,810
South Holland	42	24,977	52	7,506	46	25,110
Spring Grove	248	571	247	183	d.n.a.	

ESTIMATED SIZE AND INCOME OF 262 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Median Family Income Amount
Steger	121	9,269	124	3,235	158	$ 17,980
Stickney	146	5,893	141	2,185	125	20,030
Stone Park	173	4,273	175	1,376	157	17,990
Streamwood	47	23,456	63	6,445	92	21,790
Sugar Grove	223	1,366	226	395	d.n.a.	
Summit	116	10,110	114	3,568	176	$ 16,120
Sunnyside	220	1,432	221	423	d.n.a.	
Symerton	261	120	261	35	d.n.a.	
Third Lake	258	222	257	75	d.n.a.	
Thornton	192	3,022	194	1,006	130	$ 19,840
Tinley Park	40	26,171	43	8,314	142	18,780
Tower Lakes	230	1,177	231	342	d.n.a.	
Union	247	622	245	203	d.n.a.	
Valley View	205	2,112	212	572	d.n.a.	
Vernon Hills	119	9,827	111	3,667	d.n.a.	
Villa Park	50	23,185	47	7,900	89	$ 21,900
Wadsworth	232	1,104	233	324	d.n.a.	
Warrenville	135	7,519	134	2,721	96	21,640
Wauconda	150	5,688	149	1,957	95	21,700
Waukegan	4	67,653	5	24,134	148	18,630
Wayne	238	940	234	322	d.n.a.	
West Chicago	99	12,550	101	4,099	91	$ 21,810
West Dundee	188	3,502	177	1,368	117	20,540
Westchester	64	17,730	65	6,170	84	22,220
Western Springs	95	12,876	93	4,281	17	30,595
Westhaven	197	2,784	206	767	d.n.a.	
Westmont	72	16,718	61	6,703	99	$ 21,440
Wheaton	16	43,043	17	14,379	48	24,800
Wheeling	49	23,266	36	9,038	56	24,330
Willow Springs	177	4,147	174	1,405	103	21,240
Willowbrook	162	4,953	144	2,047	d.n.a.	
Wilmette	37	28,229	31	9,725	24	$ 29,140
Wilmington	168	4,424	165	1,576	168	17,590
Winfield	169	4,422	180	1,263	45	25,350
Winnetka	96	12,772	94	4,260	7	38,450
Winthrop Harbor	155	5,438	161	1,733	106	$ 21,090
Wonder Lake	243	752	242	251	d.n.a.	
Wood Dale	107	11,251	112	3,656	76	22,510
Woodridge	53	22,322	48	7,823	41	25,730
Woodstock	104	11,725	91	4,420	150	18,600
Worth	105	11,592	97	4,230	111	$ 20,820
Zion	63	17,861	73	5,696	166	17,700

d.n.a. - data not available

SOURCES: Population & Households - U.S. Census - 1980 (Advance Reports);
Median Family Income - Pierre de Vise, College of Urban Sciences, University of Illinois - Chicago Circle (1977).

PROJECTED POPULATION AND HOUSEHOLDS
OF THE 262 SUBURBAN PLACES
WITHIN THE CHICAGO SMSA

- 2000 -

Showing population and number of households ... with towns ranked in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households
Addison	31	39,100	38	12,750
Algonquin	94	17,700	101	6,200
Alsip	77	20,400	60	9,620
Antioch	142	10,000	142	3,760
Arlington Heights	7	81,700	7	30,340
Aurora	1	148,800	1	53,100
Bannockburn	229	1,800	246	300
Barrington	116	14,200	120	5,180
Barrington Hills	189	5,000	191	1,820
Bartlett	75	21,230	93	6,620
Batavia	88	18,800	87	7,220
Bedford Park	251	500	252	210
Beecher	216	2,800	209	1,140
Bellwood	102	15,700	90	6,860
Bensenville	85	19,000	93	6,620
Berkeley	189	5,000	182	2,170
Berwyn	21	49,000	15	21,120
Bloomingdale	37	34,740	51	10,600
Blue Island	90	18,700	63	9,030
Bolingbrook	19	51,920	21	17,730
Braidwood	185	5,300	189	1,920
Bridgeview	97	16,800	86	7,370
Broadview	164	7,800	152	3,380
Brookfield	95	17,600	82	7,600
Buffalo Grove	25	42,300	27	14,990
Bull Valley	241	1,000	242	350
Burbank	65	24,000	62	9,200
Burlington	255	400	254	150
Burnham	204	3,700	200	1,440
Burr Ridge	165	7,590	171	2,550
Calumet City	33	37,700	24	16,320
Calumet Park	145	9,700	151	3,450
Carol Stream	41	33,450	42	12,200
Carpentersville	40	34,100	49	10,960
Cary	96	17,500	105	6,020
Channahon	152	9,100	160	2,970
Chicago Heights	34	37,200	31	14,400
Chicago Ridge	99	16,000	104	6,050
Cicero	12	57,300	10	24,810
Clarendon Hills	162	8,050	161	2,910

PROJECTED POPULATION AND HOUSEHOLDS
OF 262 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Country Club Hills	72	21,600	98	6,340
Countryside	174	6,600	153	3,210
Crest Hill	123	13,000	110	5,710
Crestwood	106	15,200	96	6,550
Crete	137	10,600	135	4,170
Crystal Lake	28	40,800	35	14,010
Darien	56	27,420	55	10,090
Deer Park	229	1,800	223	770
Deerfield	85	19,000	108	5,830
Des Plaines	13	56,700	16	21,000
Dixmoor	202	3,900	197	1,620
Dolton	80	19,900	69	8,580
Downers Grove	15	56,300	17	19,880
East Chicago Hts.	181	5,900	193	1,670
East Dundee	183	5,600	186	2,040
East Hazelcrest	231	1,700	228	620
Elburn	205	3,500	203	1,360
Elgin	3	96,000	2	39,040
Elk Grove Village	24	44,500	28	14,980
Elmhurst	22	48,370	25	15,980
Elmwood Park	74	21,400	54	10,190
Elwood	241	1,000	240	360
Evanston	8	72,100	8	28,500
Evergreen Park	76	20,900	68	8,710
Flossmoor	129	12,000	132	4,390
Forest Park	104	15,600	83	7,480
Forest View	248	800	245	310
Fox Lake	132	11,100	125	4,660
Fox River Grove	179	6,000	184	2,080
Fox Rvr Vly Grdns	241	1,000	240	360
Frankfort	144	9,800	155	3,160
Franklin Park	108	14,900	97	6,450
Geneva	99	16,000	115	5,330
Gilberts	245	900	242	350
Glen Ellyn	42	33,100	44	11,890
Glencoe	140	10,300	134	4,210
Glendale Heights	45	32,470	43	12,060
Glenview	20	50,000	18	19,200
Glenwood	70	22,000	65	8,800
Godley	256	300	257	110
Golf	251	500	253	170
Grayslake	106	15,200	107	5,950
Green Oaks	27	2,300	226	670
Gurnee	78	20,000	78	8,130
Hainesville	258	200	260	60

PROJECTED POPULATION AND HOUSEHOLDS
OF 262 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Hampshire	209	3,300	210	1,050
Hanover Park	38	34,600	37	13,040
Harvard	151	9,300	154	3,180
Harvey	36	35,600	46	11,480
Harwood Heights	150	9,400	144	3,730
Hawthorn Woods	212	3,000	217	970
Hazel Crest	67	23,000	73	8,360
Hebron	239	1,100	239	370
Hickory Hills	108	14,900	113	5,520
Highland Park	38	34,600	40	12,570
Highwood	184	5,500	181	2,200
Hillside	159	8,500	148	3,530
Hinsdale	81	19,610	88	7,010
Hodgkins	212	3,000	205	1,300
Hoffman Estates	11	58,100	14	22,600
Holiday Hills	245	900	246	300
Hometown	192	4,600	188	1,970
Homewood	68	22,200	59	9,650
Huntley	220	2,400	220	820
Indian Creek	251	500	256	140
Indian Head Park	203	3,800	195	1,650
Inverness	191	4,800	198	1,600
Island Lake	168	7,200	174	2,450
Itasca	127	12,650	140	3,970
Joliet	4	89,900	5	33,270
Justice	111	14,700	92	6,840
Kenilworth	210	3,100	218	930
Kildeer	227	1,900	225	740
La Grange	111	14,700	103	6,120
La Grange Park	125	12,800	113	5,520
Lake Barrington	194	4,500	202	1,370
Lake Bluff	136	8,600	163	2,880
Lake Forest	69	22,100	81	7,800
Lake-in-the-Hills	161	8,300	165	2,850
Lake Villa	187	5,200	184	2,080
Lake Zurich	99	16,000	110	5,710
Lakemoor	244	1,000	242	350
Lakewood	234	1,500	233	510
Lansing	49	30,800	36	13,300
Lemont	168	7,200	156	3,140
Libertyville	51	29,100	58	9,760
Lincolnshire	139	10,500	150	3,470
Lincolnwood	134	10,900	136	4,140
Lindenhurst	148	9,500	166	2,840
Lisle	48	31,420	33	14,240

PROJECTED POPULATION AND HOUSEHOLDS
OF 262 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Lockport	91	18,600	100	6,210
Lombard	18	52,180	20	18,110
Long Grove	218	2,500	222	800
Lynwood	194	4,500	190	1,880
Lyons	143	9,900	133	4,300
Manhattan	217	2,600	216	990
Maple Park	248	800	249	280
Marengo	175	6,500	179	2,220
Markham	118	13,800	129	4,540
Matteson	78	20,000	80	8,100
Maywood	57	27,100	56	10,080
McCook	256	300	254	150
McCullom Lake	231	1,700	230	600
McHenry	59	26,000	64	8,920
McHenry Shores	212	3,000	214	1,020
Melrose Park	82	19,500	71	8,430
Merrionette Park	223	2,200	215	1,000
Mettawa	251	500	252	180
Midlothian	110	14,800	116	5,310
Minooka	237	1,280	234	500
Mokena	130	11,500	139	4,050
Monee	225	2,000	224	750
Montgomery	178	6,100	176	2,280
Morton Grove	62	25,000	57	9,940
Mount Prospect	10	61,300	9	25,790
Mundelein	64	24,500	65	8,880
Naperville	2	100,200	6	32,720
New Lenox	122	13,200	126	4,640
Niles	43	33,000	34	14,140
Norridge	114	14,300	106	6,000
North Aurora	154	8,700	149	3,520
North Barrington	223	2,200	228	620
North Chicago	30	40,000	72	8,370
North Riverside	170	7,100	157	3,120
Northbrook	32	38,800	32	14,310
Northfield	147	9,600	147	3,550
Northlake	131	11,300	131	4,460
Oak Brook	140	10,300	159	3,080
Oak Forest	52	29,000	48	10,990
Oak Lawn	17	56,000	12	23,530
Oak Park	16	56,200	11	24,040
Oakbrook Terrace	166	7,500	146	3,690
Oakwood Hills	231	1,700	232	590
Old Mill Creek	258	200	258	70
Olympia Fields	167	7,300	187	2,000

PROJECTED POPULATION AND HOUSEHOLDS
OF 262 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Orland Park	27	41,000	26	15,650
Palatine	23	46,600	22	17,410
Palos Heights	119	13,700	123	4,690
Palos Hills	82	19,500	84	7,460
Palos Park	210	3,100	211	1,040
Park City	185	5,300	175	2,330
Park Forest	54	28,400	47	11,170
Park Forest South	88	18,800	89	6,880
Park Ridge	24	41,200	29	14,870
Peotone	205	3,500	201	1,390
Phoenix	212	3,000	213	1,030
Pingree Grove	258	200	258	70
Plainfield	102	15,700	102	6,180
Posen	182	5,700	178	2,260
Prairie Grove	238	1,200	237	400
Prospect Heights	117	14,000	99	6,240
Richmond	175	6,500	179	2,220
Richton Park	93	17,900	91	6,850
River Forest	121	13,700	127	4,630
River Grove	136	10,800	124	4,680
Riverdale	124	12,900	112	5,580
Riverside	156	8,600	145	3,720
Riverwoods	200	4,000	207	1,280
Robbins	154	8,700	158	3,100
Rockdale	218	2,500	219	920
Rolling Meadows	73	21,500	61	9,310
Romeoville	70	22,000	95	6,560
Roselle	66	23,530	74	8,350
Rosemont	192	4,600	183	2,160
Round Lake	177	6,200	169	2,620
Round Lake Beach	98	16,100	119	5,190
Round Lake Heights	208	3,400	211	1,040
Round Lake Park	163	7,900	169	2,620
St. Charles	46	32,200	41	12,280
Sauk Village	104	15,600	122	4,700
Schaumburg	6	83,200	3	38,160
Schiller Park	132	11,100	121	4,830
Shorewood	156	8,600	162	2,890
Skokie	9	61,500	13	23,300
Sleepy Hollow	197	4,300	205	1,300
South Barrington	225	2,000	230	600
South Chicago Hts.	200	4,000	192	1,700
South Elgin	137	10,600	143	3,750
South Holland	58	26,700	70	8,500
Spring Grove	239	1,100	238	390

PROJECTED POPULATION AND HOUSEHOLDS
OF 262 SUBURBS - 2000 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Steger	134	10,930	128	4,570
Stickney	173	6,800	176	2,280
Stone Park	196	4,400	204	1,340
Streamwood	47	32,000	50	10,740
Sugar Grove	187	5,200	193	1,670
Summit	148	9,500	141	3,780
Sunnyside	205	3,500	208	1,200
Symerton	258	200	260	60
Third Lake	243	900	246	300
Thornton	198	4,200	196	1,640
Tinley Park	29	40,700	30	14,650
Tower Lakes	234	1,500	234	500
Union	250	700	250	250
Valley View	d.n.a.		d.n.a.	
Vernon Hills	85	19,000	77	8,260
Villa Park	63	24,320	75	8,320
Wadsworth	234	1,500	236	470
Warrenville	115	14,220	117	5,280
Wauconda	170	7,100	164	2,870
Waukegan	3	88,500	4	36,940
Wayne	221	2,380	221	810
West Chicago	44	32,860	52	10,470
West Dundee	139	8,500	147	2,830
Westchester	92	18,500	78	8,130
Western Springs	125	12,800	130	4,500
Westhaven	153	9,000	168	2,800
Westmont	55	28,000	38	12,750
Wheaton	14	56,400	19	18,940
Wheeling	35	37,000	23	16,520
Willow Springs	199	4,100	199	1,550
Willowbrook	145	9,700	137	4,060
Wilmette	53	28,700	53	10,250
Wilmington	179	6,000	171	2,550
Winfield	120	13,500	137	4,060
Winnetka	113	14,500	109	5,770
Winthrop Harbor	172	7,000	173	2,500
Wonder Lake	228	1,900	226	670
Wood Dale	84	19,150	84	7,460
Woodridge	50	29,290	45	11,790
Woodstock	60	25,700	67	8,750
Worth	128	12,200	118	5,260
Zion	61	25,100	76	8,310

d.n.a. - data not available

SOURCE: Northeastern Illinois Planning Commission Estimates.

ESTIMATED SIZE AND INCOME OF THE 33 INCORPORATED PLACES WITHIN THE GARY-HAMMOND-EAST CHICAGO AND KENOSHA SMSA'S

Showing population, number of households, and median family income* ... with towns ranked in descending order, for each measure.

(Gary-Hammond-East Chicago)

Municipality	Rank	Population	Rank	Number of Households	Median Family Income Rank	Amount
Beverly Shores	27	864	25	374	d.n.a.	
Burns Harbor	26	920	27	313	d.n.a.	
Cedar Lake	15	8,754	15	2,841	14	$ 18,290
Chesterton	16	8,331	14	3,002	12	18,820
Crown Point	11	16,435	11	5,398	4	21,830
Dune Acres	29	291	29	105	d.n.a.	
Dyer	14	9,335	16	2,840	3	$ 22,360
East Chicago	3	39,786	3	13,687	18	15,440
Gary	1	151,953	1	49,645	17	15,740
Griffith	10	17,026	10	6,004	11	18,890
Hammond	2	93,714	2	34,280	15	$ 18,000
Hebron	22	3,696	22	927	d.n.a.	
Highland	6	25,933	6	8,514	9	19,400
Hobart	7	22,987	7	7,917	5	21,740
Kouts	23	1,819	24	590	d.n.a.	
Lake Station	12	14,294	13	4,568	16	$ 17,640
Lowell	17	8,827	18	1,845	10	19,220
Merrillville	4	27,677	5	9,133	d.n.a.	
Munster	9	20,671	9	6,759	1	25,220
New Chicago	20	3,284	19	1,138	d.n.a.	
Ogden Dunes	24	1,489	23	551	d.n.a.	
Portage	5	27,409	4	9,151	6	$ 19,930
Porter	21	3,988	21	1,030	7	19,690
St. John	19	3,974	20	1,132	d.n.a.	
Schererville	13	13,209	12	4,757	2	24,410
Schneider	28	364	28	117	d.n.a.	
Town of Pines	25	962	26	339	d.n.a.	
Valparaiso	8	22,247	8	7,486	8	$ 19,650
Whiting	18	5,633	17	2,215	13	18,340

(Kenosha)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Amount
Kenosha	1	77,685	1	27,964	1	$ 19,465
Paddock Lake	3	2,207	3	718	4	15,227
Silver Lake	4	1,598	4	569	2	18,344
Twin Lakes	2	3,474	2	1,228	3	16,379

d.n.a. - data not available
* Median Household Income Applicable in Kenosha SMSA

SOURCES: Population & Households - U.S. Census - 1980 (Advance Reports);
Median Family Income - Pierre de Vise, College of Urban Sciences, University of Illinois - Chicago Circle (1977);
- Wisconsin Department of Revenue (1979).

ECONOMIC INDICATORS

CHICAGO STANDARD METROPOLITAN STATISTICAL AREA

Year	Marriages	Recorded Births	Deaths	New Car Sales*
1960	51,809	152,525	61,139	323,199
1961	52,129	152,394	60,868	276,988
1962	51,144	149,164	61,951	334,930
1963	54,825	146,007	63,612	358,171
1964	57,365	144,437	63,252	361,023
1965	58,627	136,180	64,509	448,056
1966	60,179	132,199	66,334	421,389
1967	61,593	128,616	65,557	395,695
1968	66,050	125,983	67,766	431,611
1969	68,736	127,555	65,960	437,222
1970	67,965	133,701	66,531	383,000
1971	68,079	126,530	65,063	471,204
1972	68,823	114,237	66,446	500,197
1973	70,198	108,174	66,285	532,236
1974	67,099	107,281	63,433	456,111
1975	65,056	107,290	60,795	385,403
1976	63,975	108,258	61,681	473,067
1977	63,110	112,105	60,804	514,913
1978	62,936	110,505	60,216	482,053
1979	64,668	117,167	60,291	463,696
1980	65,616	121,626	60,517	358,189

(*) Chicago and Gary-Hammond-East Chicago SMSA's.

RESIDENTIAL BUILDING PERMITS*

Year	Number of Units			
	Single Family Homes	Apartments	Public Housing	Total
1960	26,113	12,388	5,372	43,873
1961	24,415	16,366	4,183	44,964
1962	22,037	19,748	1,017	42,802
1963	19,737	18,314	1,463	39,514
1964	18,866	17,520	1,100	37,486
1965	21,172	19,201	204	40,577
1966	18,395	19,042	1,117	38,554
1967	21,879	25,398	939	48,216
1968	23,679	33,020	1,505	58,204
1969	18,396	30,425	2,610	51,431
1970	14,470	23,386	346	38,202
1971	25,788	36,981	192	62,961
1972**	24,163	33,320	-	57,483
1973	19,564	23,391	-	42,955
1974	11,617	10,738	-	22,355
1975	14,938	8,626	-	23,564
1976	24,631	12,576	-	37,207
1977	32,787	17,154	-	49,941
1978	29,073	16,993	-	46,066
1979	13,437	13,734	-	27,171
1980	6,033	6,955	-	12,988

(*) Chicago and Gary-Hammond-East Chicago SMSA's.
(**) Public Housing Included in Totals for Single Family and/or Apartments Since 1971.

SOURCES: Marriages, Births and Deaths . . . Dept. of Public Health, State of Illinois;
New Car Sales . . . Chicago Assn. of Commerce & Industry;
Building Permits . . . Bell Savings & Loan Assn.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport)*

Months	TEMPERATURE				Daily Avg. Temp.	Avg. Wind Speed (M.P.H.)
	Highs		Lows			
	Avg.	Rec.	Avg.	Rec.		
January	31.1	61	14.7	-20	22.9	11.6
February	34.3	71	17.8	-17	26.1	11.6
March	44.6	87	26.7	- 8	35.7	11.9
April	59.4	91	38.2	13	48.8	12.1
May	69.7	93	47.0	24	58.4	10.5
June	79.1	97	57.0	36	68.1	9.2
July	83.1	102	60.7	40	71.9	8.1
August	82.3	96	59.9	41	71.1	8.2
September	75.4	99	52.0	28	63.7	8.7
October	65.5	91	42.0	17	53.8	9.9
November	48.3	78	30.1	1	39.2	10.9
December	35.0	67	19.2	-17	27.1	10.9
Total Year	59.0	102	38.8	-20	48.9	10.3

* Chicago's Official Weather Station Effective January 17, 1980

T - Trace (Less than 0.01 inch)

SOURCE: United States Department of Commerce: Local Climatological Data.

METEOROLOGICAL DATA FOR A TYPICAL
CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

PRECIPITATION		WEATHER CONDITIONS					
Water Equivalent (In.)	Snowfall (In.)	Clear Days	Partly Cloudy Days	Cloudy Days	Precipitation Days	90° Days	Below 0 Days
1.70	11.1	7	6	18	11	0	7
1.30	7.8	6	6	16	10	0	3
2.52	7.4	5	9	17	13	0	0
3.38	1.8	6	8	16	13	0	0
3.41	0.1	7	10	14	11	1	0
4.15	0.0	8	11	11	10	3	0
3.46	0.0	9	13	9	10	6	0
2.73	0.0	9	11	11	9	4	0
3.01	T	9	10	11	10	2	0
2.32	0.4	9	9	13	9	0	0
2.10	2.2	6	7	17	10	0	0
1.64	9.4	5	7	19	11	0	2
31.72	40.2	86	107	172	127	16	12

RETAIL SALES -- YEAR 1981

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

Business Classification	Sales ($000's) Cook County	Balance of SMSA	Total SMSA
Total Retail Sales	221,895,844	78,872,489	300,768,333
% of Total SMSA	73.8%	26.2%	100.0%
All Food Stores	$ 6,360,578	$ 2,650,544	$ 9,011,122
% of Total SMSA	72.5%	27.5%	100.0%
Supermarkets	$ 4,050,321	$ 1,586,414	$ 5,636,735
% of Total SMSA	71.9%	28.1%	100.0%
Eating & Drinking Places	$ 2,407,664	$ 830,668	$ 3,238,332
% of Total SMSA	74.3%	25.7%	100.0%
All General Merchandise Stores	$ 3,013,699	$ 1,037,299	$ 4,050,998
% of Total SMSA	74.4%	25.6%	100.0%
Department Stores	$ 2,739,905	$ 927,182	$ 3,667,087
% of Total SMSA	74.7%	25.3%	100.0%
Apparel & Accessory Stores	$ 1,412,885	$ 357,105	$ 1,769,990
% of Total SMSA	79.8%	20.2%	100.0%

(Continued on Page 56)

RETAIL SALES -- YEAR 1980

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

Business Classification	Sales ($000's) Chicago SMSA	Balance of State	Total Illinois
Total Retail Sales	$30,768,331	$17,292,076	$48,060,409
% of Total State	64.0%	36.0%	100.0%
All Food Stores	$ 6,011,122	$ 3,785,046	$ 9,796,168
% of Total State	61.4%	38.6%	100.0%
Supermarkets	$ 5,636,735	$ 3,603,638	$ 9,240,373
% of Total State	61.0%	39.0%	100.0%
Eating & Drinking Places	$ 3,238,332	$ 1,641,225	$ 4,879,557
% of Total State	66.4%	33.6%	100.0%
All General Merchandise Stores	$ 4,050,998	$ 2,171,749	$ 6,222,747
% of Total State	65.1%	34.9%	100.0%
Department Stores	$ 3,687,097	$ 1,717,337	$ 5,404,434
% of Total State	68.2%	31.8%	100.0%
Apparel & Accessory Stores	$ 1,769,990	$ 633,611	$ 2,403,601
% of Total State	73.6%	26.4%	100.0%

(Continued on Page 57)

RETAIL SALES -- YEAR 1981

COOK COUNTY COMPARED WITH CHICAGO SMSA TOTAL

(Continued)

Business Classification	Sales ($000's) Cook County	Balance of SMSA	Total SMSA
All Furniture/Home Furnishings/Appliance Stores	$ 1,275,476	$ 426,226	$ 1,661,902
% of Total SMSA	71.71	28.91	100.0%
Furniture & Home Furnishings Only	$ 620,285	$ 251,443	$ 871,528
% of Total SMSA	71.1%	28.9%	100.0%
Automotive Dealers	$ 3,190,568	$ 1,597,852	$ 4,788,350
% of Total SMSA	66.6%	33.4%	100.0%
Gasoline Service Stations	$ 1,871,500	$ 908,119	$ 2,779,619
% of Total SMSA	67.4%	32.6%	100.0%
Building Materials & Hardware Dealers	$ 559,476	$ 473,991	$ 1,033,467
% of Total SMSA	54.1%	45.9%	100.0%
Drug Stores	$ 914,137	$ 313,853	$ 1,236,990
% of Total SMSA	74.5%	25.5%	100.0%
All Other	$ 3,129,043	$ 1,288,520	$ 4,417,563
% of Total SMSA	70.8%	29.2%	100.0%

SOURCE: Sales Management - 1981 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1980

CHICAGO SMSA COMPARED WITH ILLINOIS TOTAL

(Continued)

Business Classification	Sales ($000's) Chicago SMSA	Balance of State	Total Illinois
All Furniture/Home Furnishings/Appliance Stores	$ 1,541,802	$ 739,695	$ 2,281,597
% of Total State	67.5%	32.5%	100.0%
Furniture & Home Furnishings Only	$ 811,528	$ 436,728	$ 1,248,256
% of Total State	65.1%	34.9%	100.0%
Automotive Dealers	$ 4,788,350	$ 2,930,622	$ 7,718,972
% of Total State	62.0%	38.0%	100.0%
Gasoline Service Stations	$ 2,779,619	$ 1,990,667	$ 4,770,286
% of Total State	58.3%	41.7%	100.0%
Building Materials & Hardware Dealers	$ 1,033,467	$ 1,123,104	$ 2,156,571
% of Total State	47.9%	52.1%	100.0%
Drug Stores	$ 1,236,990	$ 549,879	$ 1,786,869
% of Total State	69.2%	30.8%	100.0%
All Other	$ 4,417,561	$ 1,706,478	$ 6,124,041
% of Total State	72.1%	27.9%	100.0%

SOURCE: Sales Management - 1981 Survey of Buying Power Estimates.

NUMBER OF RETAIL ESTABLISHMENTS BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1977

(25,000 or more population)

LOCATION	Number of Establishments	General Merchandise	Food	Apparel	Furniture & Radio	Automotive & Filling Stations
CHICAGO	20,255	466	2,809	1,929	1,197	1,849
Addison	181	5	21	11	18	25
Arlington Heights	346	6	24	23	35	54
Aurora	706	16	65	96	70	119
Berwyn	386	11	40	26	23	55
Bolingbrook	128	3	17	10	10	10
Burbank	118	1	13	6	10	22
Calumet City	332	7	24	37	19	41
Chicago Heights	291	7	32	13	18	60
Cicero	463	17	63	21	21	57
Des Plaines	414	7	36	34	21	78
Downers Grove	264	9	22	26	30	35
Elgin	446	11	31	32	39	89
Elk Grove Village	123	2	15	8	12	18
Elmhurst	300	7	24	23	19	46
Evanston	579	13	49	53	62	63
Glenview	179	3	12	9	17	24
Hanover Park	115	4	8	15	9	10
Harvey	205	3	21	10	7	49
Highland Park	310	9	21	39	31	43

Hoffman Estates	103	3	10	7	6	16
Joliet	691	19	70	42	52	118
Lansing	182	3	16	13	21	35
Lombard	347	9	24	53	42	48
Maywood	108	1	16	2	5	26
Mount Prospect	333	11	34	42	40	36
Naperville	257	5	18	26	29	33
Niles	315	9	32	50	23	30
North Chicago	99	0	6	2	2	17
Northbrook	307	3	19	70	31	24
Oak Forest	101	2	11	3	9	15
Oak Lawn	351	15	34	28	35	66
Oak Park	403	12	44	45	40	47
Palatine	191	8	15	16	17	27
Park Forest	103	3	8	11	11	4
Park Ridge	234	6	22	34	14	33
Schaumburg	448	11	46	95	49	49
Skokie	653	22	54	111	62	66
Tinley Park	160	4	16	20	17	26
Waukegan	594	15	45	85	52	87
Wheaton	239	6	24	31	20	33
Wilmette	256	5	23	27	3[illegible]	31

SOURCES: U.S. Census - 1980 (Advance Reports);
U.S. Census of Retail Trade - 1977.

ESTIMATED GROSS RETAIL SALES BY DESIGNATED CLASSIFICATION
FOR CHICAGO SMSA COMMUNITIES - 1980

(25,000 or more population)

LOCATION	Total Sales (000)	General Merchandise (000)	Food (000)	Apparel (000)	Furniture & Radio (000)	Automotive & Filling Stations (000)
CHICAGO	$12,719,182	$1,466,880	$1,522,481	$697,845	$458,342	$2,002,671
Addison	240,958	32,145	29,330	2,277	2,297	32,785
Arlington Heights	339,520	32,657	46,405	8,664	20,313	96,489
Aurora	533,301	93,593	65,398	39,179	24,445	121,585
Berwyn	169,068	15,545	18,916	9,846	6,920	43,198
Bolingbrook	86,263	15,294	22,095	3,004	1,861	21,771
Burbank	100,695	626	10,754	1,336	19,194	16,192
Calumet City	295,904	109,278	30,051	38,512	10,273	24,998
Chicago Heights	245,732	21,031	27,263	2,756	4,388	84,815
Cicero	241,013	8,683	31,499	6,626	4,293	60,766
Des Plaines	560,939	41,408	56,177	9,614	8,681	135,971
Downers Grove	380,827	40,010	59,457	17,825	19,891	99,549
Elgin	348,129	50,013	54,352	11,931	11,452	83,269
Elk Grove Village	480,236	10,324	19,184	2,815	6,312	95,450
Elmhurst	414,285	13,035	40,899	8,957	5,478	183,172
Evanston	306,104	30,425	47,312	13,213	16,430	81,921
Glenview	158,795	2,240	40,239	5,640	4,644	39,093
Hanover Park	103,142	18,390	35,310	3,225	2,680	11,463
Harvey	138,072	5,335	7,814	1,738	1,560	60,520
Highland Park	217,771	12,851	33,552	15,945	10,635	75,635

Hoffman Estates	105,995	8,705	25,213	10,019	1,763	17,349
Joliet	525,218	77,575	77,600	26,962	16,031	141,268
Lansing	121,139	15,276	13,908	2,546	5,310	26,807
Lombard	349,634	88,409	24,017	36,315	28,031	64,158
Maywood	71,618	1,031	16,822	364	414	28,234
Mount Prospect	316,722	69,950	49,071	36,948	13,371	39,913
Naperville	215,242	14,129	49,848	7,955	6,133	48,560
Niles	363,372	52,466	45,105	23,330	21,579	45,218
North Chicago	50,987	508	4,675	235	339	5,399
Northbrook	295,511	39,606	29,250	52,619	22,773	52,425
Oak Forest	72,253	687	20,453	299	2,499	19,943
Oak Lawn	382,516	54,408	65,673	18,509	15,300	117,603
Oak Park	215,690	16,965	39,773	16,753	13,265	57,516
Palatine	201,528	14,458	42,126	5,058	9,455	34,482
Park Forest	81,372	32,279	22,490	2,362	1,335	4,354
Park Ridge	202,173	2,710	39,480	6,059	3,013	111,107
Schaumburg	699,678	150,790	44,635	75,212	51,783	178,137
Skokie	529,411	133,140	46,538	60,445	24,945	87,253
Tinley Park	131,497	21,153	35,480	5,082	5,473	26,980
Waukegan	400,494	64,697	52,753	23,377	21,119	103,294
Wheaton	125,649	8,934	24,381	9,048	7,764	41,830
Wilmette	130,591	23,627	21,723	6,472	9,583	24,858

SOURCES: U.S. Census - 1980 (Advance Reports);
State of Illinois Department of Revenue.

Again in 1980, among the Nation's

TOP TWO MARKETS

Chicago Rates First in . . . . . .

. . . Income per household

. . . Total Retail Sales per household

. . . Food Store Sales per household

. . . General Merchandise Store Sales per household

. . . Department Store Sales per household

. . . Drug Store Sales per household

. . . Building Material/Hardware Store Sales per household

. . . Furniture/Home Furnishings/Appliance Store Sales per household

. . . Automotive Dealer Sales per household

. . . Gasoline Service Station Sales per household

	Standard Metropolitan Statistical Area	
	New York	Chicago
Population	9,078,000	7,118,100
Households	3,511,700	2,514,000
Effective Buying Income		
Total (000)	$82,157,498	$67,717,726
Per Household	$ 23,395	$ 26,936
Retail Sales		
Total Retail Sales (000)	$31,829,889	$30,768,333
Per Household	$ 9,064	$ 12,239
Food Stores (000)	$ 8,138,803	$ 6,011,122
Per Household	$ 2,318	$ 2,391
General Merchandise Stores (000)	$ 4,167,084	$ 4,050,998
Per Household	$ 1,187	$ 1,611
Department Stores (000)	$ 3,593,432	$ 3,687,097
Per Household	$ 1,023	$ 1,467
Drug Stores (000)	$ 814,104	$ 1,236,990
Per Household	$ 232	$ 492
Building Material/Hardware Stores (000)	$ 612,651	$ 1,033,467
Per Household	$ 174	$ 411
Furniture/Home Furnishings/ Appliance Stores (000)	$ 1,757,469	$ 1,441,902
Per Household	$ 500	$ 574
Automotive Dealer Sales (000)	$ 3,146,245	$ 4,788,350
Per Household	$ 896	$ 1,905
Gasoline Service Station Sales (000)	$ 1,840,331	$ 2,779,619
Per Household	$ 524	$ 1,106

SOURCE: Sales Management - 1981 Survey of Buying Power Estimates.

$6,011,122,000 SPENT IN FOOD STORES

in the Chicago Standard Metropolitan Statistical Area

means that

MORE DOLLARS ARE SPENT IN

FOOD STORES ALONE

in the CHICAGO SMSA

than are spent

in ALL RETAIL STORES

in the SMSA's of

	Total Retail Sales*
Buffalo	$5,529,068,000
Indianapolis	$5,209,124,000
New Orleans	$4,969,126,000
Columbus, OH	$4,941,214,000
Sacramento	$4,887,527,000
San Antonio	$4,646,972,000
Oklahoma City	$4,463,795,000
Rochester, NY	$4,454,078,000
Hartford-New Britain-Bristol	$4,281,274,000
Louisville	$3,997,347,000

--- and in all but 32 of the 305 Metropolitan County areas for which Sales Management estimated sales for 1980.

* "Total Retail Sales" includes money spent for new and used automobiles - - - for gasoline - - - for lumber and building supplies, and for everything else you might think of.

SOURCE: Sales Management - 1981 Survey of Buying Power Estimates.

WHAT HAPPENS TO THE CITY FAMILY'S DOLLAR

Comparing annual cost of three family budget levels in three major markets and urban U.S. averages.

-- AUTUMN, 1980 --

	Chicago-Northwestern IN	New York-Northeastern NJ	Los Angeles-Long Beach	Urban United States
LOWER BUDGET				
Total Budget	$14,303	$14,393	$15,172	$14,044
Food	4,469	4,651	4,314	4,321
Housing	2,573	2,595	3,184	2,608
Transportation	1,139	969	1,242	1,160
Clothing and Personal Care	1,169	1,194	1,239	1,259
Medical Care	1,425	1,321	1,681	1,298
Other Family Consumption	694	644	563	597
Personal Income Taxes	1,368	1,519	1,290	1,337
Other Allowances*	1,466	1,500	1,659	1,464
INTERMEDIATE BUDGET				
Total Budget	$23,387	$26,749	$22,500	$23,134
Food	5,633	6,187	5,411	5,571
Housing	5,263	6,227	4,762	5,176
Transportation	2,199	1,944	2,200	2,118
Clothing and Personal Care	1,643	1,686	1,683	1,763
Medical Care	1,426	1,324	1,683	1,303
Other Family Consumption	1,260	1,193	1,024	1,109
Personal Income Taxes	3,556	5,571	3,294	3,781
Other Allowances*	2,407	2,617	2,443	2,385
HIGHER BUDGET				
Total Budget	$34,198	$42,736	$34,124	$34,409
Food	7,184	7,839	7,098	7,024
Housing	7,715	9,617	7,456	7,747
Transportation	3,111	2,920	2,891	2,751
Clothing and Personal Care	2,360	2,481	2,400	2,556
Medical Care	1,478	1,383	1,761	1,359
Other Family Consumption	2,071	1,970	1,713	1,829
Personal Income Taxes	7,048	13,150	7,490	7,924
Other Allowances*	3,231	3,376	3,315	3,219

Family consists of employed husband, a wife not employed outside the home, an 8 year old girl, and a 13 year old boy.

* Allowances for gifts and contributions, life insurance, occupational expenses, and social security, disability and unemployment compensation taxes.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

FOOD TAKES LESS OF THE FAMILY'S BUDGET

THE U.S. DEPARTMENT OF LABOR COUNTED FOOD AT ONE-THIRD OF THE CITY WORKER'S COST OF LIVING IN 1950. BY 1980, THE DEPARTMENT PUT THE PORTION REQUIRED FOR FOOD AT 17.3%, AND THIS, IN SPITE OF CHANGES AND REFINEMENTS IN THE PROCESSING AND PACKING OF MANY ITEMS.

Here's the record of the relative importance of major groups used by the Department of Labor in measuring cost of living . . . at the dates of major weight revisions:

Relative Importance of Major Groups of the Consumer Price Index for all Urban Consumers, U.S. City Average, at Dates of Major Weight Revisions:

Group	1935-39	December 1952	December 1963	December 1977
All Items	100.0	a-100.0	100.0	100.0
Food and Beverages	35.6	29.6	22.4	b- 18.8
Housing	c- 33.7	a- 32.5	33.2	43.9
Apparel and Upkeep	d- 11.0	9.2	e- 10.6	5.8
Transportation	8.2	11.3	13.9	18.0
Medical Care	4.0	5.1	5.7	5.0
Entertainment	-	-	-	4.1
Other Goods and Services	2.4	5.0	5.1	4.4

a. Including home purchase, previously excluded from index coverage.
b. Including beverages, previously excluded from index coverage.
c. Including radios, transferred to reading and recreation as of January, 1950.
d. Including laundry and dry cleaning, transferred to housing as of December, 1952.
e. Including dry cleaning and one-half the weight of laundry service included in housing in December, 1952.

Note: The Bureau of Labor Statistics reported, however, that the relative importance of the "Food" group, as of December, 1980 was 17.32% . . . comprised of the following:

Food and Beverages		18.31%
Food		17.32%
Food at home	12.00%	
Cereals & bakery products	1.51%	
Meats, poultry, fish & eggs	4.05%	
Dairy products	1.60%	
Fruits & vegetables	1.68%	
Fats & oils	.33%	
Sugar & sweets	.51%	
Non-alcoholic beverages	1.32%	
Other prepared foods	1.01%	
Food away from home	5.32%	
Alcoholic Beverages		.99%

Note: Individual percentages may not equal total due to standard rounding procedure.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

WHAT HAPPENED TO PRICES IN CHICAGO?

IN THE LAST 10 YEARS? . . . LAST 5 YEARS? . . . LAST YEAR?

Product or Service Group	Consumer Price Indexes For All Urban Consumers — September of Each Year				Percent Increase In Past		
	1971	1976	1981	1981	10 Yrs.	5 Yrs.	Year
All Items	121.8	167.5	250.1	276.9	127.3%	65.3%	10.7%
* Food	119.4	191.3	264.6	274.5	129.9%	51.4%	3.7%
Housing	120.5	164.4	250.1	295.6	145.3%	79.8%	13.6%
Apparel and Upkeep	120.4	142.0	160.9	166.5	38.3%	17.3%	3.5%
** Transportation	126.7	172.4	236.9	290.0	128.9%	68.2%	12.9%
Medical Care	129.9	193.2	277.4	308.2	137.3%	59.5%	11.1%

* Food Breakdown

Food at home	117.9	180.2	260.7	268.9	129.1%	49.2%	3.1%
Cereals & Bakery Prod.	119.4	181.7	256.7	274.7	130.1%	51.2%	7.0%
Meats, Poultry, Fish	120.4	182.1	266.1	256.2	112.8%	40.7%	-3.7%
Dairy Products	115.5	165.5	224.9	238.2	106.2%	43.9%	5.9%
Fruits and Vegetables	116.1	171.9	255.8	274.0	136.0%	59.4%	7.1%
Other Foods at home	115.5	194.9	312.5	324.5	181.0%	66.5%	3.8%
Foods away from home	125.5	185.6	276.0	289.5	130.7%	56.0%	4.9%

** Transportation Breakdown

Private Transportation	121.2	171.0	238.2	281.1	131.9%	64.4%	8.9%
Public Transportation	161.2	180.9	239.8	380.2	135.9%	110.2%	58.5%

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES

Illinois Municipality	Zip Code
Addison	60101
Alden	60001
Algonquin	60102
Alsip	60658
Antioch	60002
Argo	60501
Argonne	60439
Arlington Heights	60004
	60005
	60006
Aurora	60504
	60505
	60506
	60507
Bannockburn	60015
Barrington	60010
Barrington Hills	60010
Bartlett	60103
Batavia	60510
Bedford Park	60638
Beecher	60401
Bellwood	60104
Bensenville	60106
Berkeley	60163
Berwyn	60402
Big Foot	60011
Big Rock	60511
Bloomingdale	60108
Blue Island	60406
Bolingbrook	60439
Braidwood	60408
Bridgeview	60455
Broadview	60153
Brookfield	60513
Buffalo Grove	60090
Bull Valley	60098
Burbank	60459
Burlington	60109
Burnham	60633
Burr Ridge	60521
Burton Bridge	60050
Calumet City	60409
Calumet Park	60643
Carol Stream	60187
Carpentersville	60110
Cary	60013
Channahon	60410
Channel Lake	60002
Chemung	60033
Chicago Heights	60411
Chicago Ridge	60415
Cicero	60650
Clarendon Hills	60514
Cloverdale	60185
Country Club Hills	60477
Countryside	60525
Crest Hill	60435
Crestwood	60445
Crete	60417
Crooked Lake	60046
Crystal Lake	60014

Illinois Municipality	Zip Code
Cuba	60010
Custer Park	60418
Darien	60559
Deep Lake	60046
Deer Park	60010
Deerfield	60015
Des Plaines	60016
	60017
	60018
Dixmoor	60406
Dolton	60419
Downers Grove	60515
	60516
Downey	60064
East Chicago Hts.	60411
East Dundee	60118
East Hazelcrest	60429
Elburn	60119
Elgin	60120
Elk Grove Village	60007
Elmhurst	60126
Elmwood Park	60635
Elwood	60421
Lola	60519
Evanston	60201
	60202
	60204
Evergreen Park	60642
Fairmont	60441
Flossmoor	60422
Forest Lake	60047
Forest Park	60130
Forest View	60402
Fort Sheridan	60037
Fox Lake	60020
Fox River Grove	60021
Fox Rvr Vly Grdns	60013
Frankfort	60423
Franklin Park	60131
Gages Lake	60030
Geneva	60134
Gilberts	60136
Glen Ellyn	60137
Glencoe	60022
Glendale Heights	60137
Glenview	60025
Glenview Nvl Air Sta	60026
Glenwood	60425
Godley	60407
Golf	60029
Grandwood Park	60031
Grass Lake	60002
Grayslake	60030
Great Lakes	60088
Green Oaks	60048
Gurnee	60031
Hainesville	60030
Half Day	60069
Hampshire	60140
Hanover Park	60103
Harvard	60033

COMPARATIVE LIVING COSTS FOR AN URBAN FAMILY OF FOUR AT THE LOWER, INTERMEDIATE AND UPPER STANDARD FOR SELECTED URBAN CENTERS

Rank	"Lower" Urban Center	Total Budget	Rank	"Intermediate" Urban Center	Total Budget	Rank	"Upper" Urban Center	Total Budget
1	Anchorage, AK	$20,987	1	Anchorage, AK	$29,682	1	Honolulu, HI	$44,496
2	Honolulu, HI	18,480	2	Honolulu, HI	28,488	2	New York-Northeastern NJ, NY - NJ	42,736
3	San Francisco-Oakland, CA	15,735	3	Boston, MA	27,029	3	Anchorage, AK	42,125
4	Seattle-Everett, WA	15,684	4	New York-Northeastern NJ, NY - NJ	26,749	4	Boston, MA	41,306
5	Washington, DC - MD - VA	15,392	5	Washington, DC - MD - VA	25,203	5	Washington, DC - MD - VA	37,398
6	Los Angeles-Long Beach, CA	$15,172	6	San Francisco-Oakland, CA	$24,704	6	San Francisco-Oakland, CA	$36,817
7	Boston, MA	15,076	7	Philadelphia, PA - NJ	24,364	7	Philadelphia, PA - NJ	35,895
8	San Diego, CA	14,418	8	Milwaukee, WI	24,028	8	Buffalo, NY	35,378
9	New York-Northeastern NJ, NY - NJ	14,393	9	Buffalo, NY	23,995	9	Minneapolis-St. Paul, MN	35,283
10	Philadelphia, PA - NJ	14,366	10	Minneapolis-St. Paul, MN	23,630	10	Milwaukee, WI	35,216

11	CHICAGO, IL - NORTHWESTERN, IN IL - IN	$14,303	11	Cleveland, OH	$23,429	11	Baltimore, MD	$35,089
12	Baltimore, MD	14,196	12	Seattle-Everett, WA	23,392	12	San Diego, CA	34,284
13	Milwaukee, WI	14,113	13	Baltimore, MD	23,389	13	Detroit, MI	34,268
14	Minneapolis-St. Paul, MN	14,027	14	CHICAGO, IL - NORTHWESTERN, IN IL - IN	23,387	14	CHICAGO, IL - NORTHWESTERN, IN IL - IN	34,198
15	St. Louis, MO - IL	14,003	15	Detroit, MI	23,168	15	Los Angeles-Long Beach, CA	34,124
16	Detroit, MI	$13,939	16	Denver, CO	$22,813	16	Cleveland, OH	$34,076
17	Cleveland, OH	13,909	17	San Diego, CA	22,727	17	Denver, CO	33,607
18	Pittsburgh, PA	13,836	18	Cincinnati, OH - KY - IN	22,681	18	Kansas City, MO - KS	33,567
19	Denver, CO	13,821	19	Kansas City, MO - KS	22,504	19	Seattle-Everett, WA	33,524
20	Kansas City, MO - KS	13,806	20	Los Angeles-Long Beach, CA	22,500	20	Pittsburgh, PA	33,027
21	Cincinnati, OH - KY - IN	$13,784	21	Pittsburgh, PA	$22,492	21	St. Louis, MO - IL	$32,432
22	Buffalo, NY	13,596	22	St. Louis, MO - IL	22,248	22	Cincinnati, OH - KY - IN	32,353
23	Houston, TX	13,519	23	Houston, TX	21,572	23	Houston, TX	31,519
24	Dallas, TX	13,208	24	Atlanta, GA	21,131	24	Atlanta, GA	31,229
25	Atlanta, GA	13,082	25	Dallas, TX	20,766	25	Dallas, TX	30,771

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

AVERAGE ANNUAL PRODUCERS PRICE INDEXES
FOR "ALL COMMODITIES" AND FOR GROUPINGS OF PROCESSED FOODS
--SELECTED PERIODS SINCE 1950--
(1967 = 100.0)

YEAR	All Commodities	PROCESSED FOODS					
		Cereal & Bakery Prod.	Meats, Poultry & Fish	Dairy Products	Processed Fruits & Vegetables	Sugar and Confectionery	Beverages & Beverage Materials
1950	81.8	71.6	97.7	68.9	86.6	75.3	78.4
1955	87.8	84.1	81.6	77.1	91.5	83.2	93.1
1960	94.9	88.1	93.1	86.1	92.8	90.1	92.8
1965	96.6	93.1	96.2	89.0	93.2	96.5	99.2
1970	110.4	107.7	115.8	111.2	110.6	113.8	113.0
1971	114.0	111.6	116.0	115.6	114.4	119.4	116.0
1972	119.1	114.7	130.0	118.6	119.7	121.6	118.0
1973	134.7	134.4	167.5	131.1	129.6	132.3	121.7
1974	160.1	171.2	163.5	146.4	154.6	238.9	140.7
1975	174.9	178.0	191.0	155.8	169.8	254.3	162.4
1976	183.0	172.1	181.6	168.3	170.2	190.9	173.3
1977	196.2	173.4	182.0	173.4	187.4	177.4	201.0
1978	209.3	190.3	217.1	188.4	202.6	197.8	200.0
1979	235.6	219.3	242.0	211.2	221.9	214.7	210.7
1980	268.8	236.0	243.1	230.6	228.7	322.5	233.0
1981 (Nine Months)	292.3	254.7	247.8	245.4	257.8	287.2	244.7
1981 by Months							
January	284.8	251.3	248.1	244.7	238.4	344.6	243.0
February	287.6	252.1	243.6	245.0	243.7	323.2	244.8
March	289.6	251.9	242.0	245.5	251.8	302.6	242.8
April	292.8	253.5	239.2	245.8	258.7	286.0	243.4
May	293.7	255.1	244.8	245.0	260.1	265.3	245.0
June	294.5	256.0	248.3	245.6	263.3	277.6	245.5
July	296.0	257.2	257.1	245.5	266.5	269.8	246.3
August	296.2	256.6	254.2	245.8	267.6	269.1	246.3
September	295.5	258.0	253.3	246.0	270.3	246.8	245.6

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics (nine months for 1981 are our computations.)

Consumer Price Indexes for All Urban Consumers for September, 1981
(1967 = 100.0)

Area	Total	Food at home: Cereal & Bakery Prod.	Meats, Poultry, Fish & Eggs	Dairy Products	Fruits & Vegetables	Other Foods
United States City Average	273.5	274.1	257.7	244.1	291.6	325.7
Anchorage	315.5	249.6	282.1	332.1	295.5	405.1
Atlanta	270.1	287.1	246.1	271.6	298.8	313.9
Baltimore	282.8	265.0	246.1	227.8	277.7	336.8
Boston	296.8	274.7	252.6	221.9	230.3	331.7
Buffalo	275.6	267.0	233.3	244.4	283.3	328.7
Chicago	268.9	274.1	250.2	236.1	274.0	329.1
Cincinnati	281.2	314.4	262.3	251.2	284.9	338.3
Cleveland	277.7	278.7	267.3	233.8	253.5	330.6
Dallas	273.1	269.8	249.8	240.8	279.0	319.7
Denver	275.5	278.4	251.6	247.1	247.4	316.7
Detroit	267.6	276.8	258.5	232.9	266.8	319.1
Honolulu	283.2	283.8	290.8	291.8	318.8	332.4
Houston	283.8	267.5	267.8	280.1	302.1	314.8
Kansas City	284.5	278.1	267.8	247.1	278.7	315.4
Los Angeles - Long Beach	277.6	296.5	252.8	238.1	268.4	332.1
Milwaukee	265.6	283.8	252.7	234.1	255.8	297.8
Minneapolis	267.8	281.5	249.8	241.7	258.7	291.7
New York	281.1	271.8	280.3	248.7	314.1	340.9
Northeast Pennsylvania	286.3	284.6	262.6	234.3	268.8	317.7
Philadelphia	289.9	279.5	269.8	250.8	271.9	341.4
Pittsburgh	273.1	286.3	254.2	227.3	272.9	328.1
Portland, OR	283.8	275.8	268.2	236.5	280.3	328.6
St. Louis	272.1	283.8	247.0	250.8	298.0	318.1
San Diego	286.3	273.9	269.1	237.2	281.3	317.6
San Francisco	274.7	281.8	261.2	236.8	270.1	340.8
Seattle	280.7	285.1	276.9	234.6	291.1	328.6
Washington	280.6	274.1	257.9	227.8	319.6	348.3

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES (Continued)

Illinois Municipality	Zip Code
Harvey	60426
Harwood Heights	60634
	60656
Hawthorn Farm	60048
Hawthorn Woods	60047
Hazel Crest	60429
Hebron	60034
Hickory Hills	60457
Highland Park	60035
Highwood	60040
Hillside	60162
Hines	60141
Hinsdale	60521
Hodgkins	60525
Hoffman Estates	60194
	60195
Holiday Hills	60050
Hometown	60456
Homewood	60430
Huntley	60142
Indian Creek	60060
Indian Head Park	60525
Ingleside	60041
Inverness	60067
Island Lake	60042
Itasca	60143
Ivanhoe (Cook)	60627
Ivanhoe (Lake)	60060
Johnsburg	60050
Joliet	60431
	60432
	60433
	60434
	60435
	60436
Justice	60458
Kaneville	60144
Keeneyville	60172
Kenilworth	60043
Kildeer	60047
La Fox	60147
La Grange	60525
La Grange Highlands	60525
La Grange Park	60525
Lake Barrington	60010
Lake Bluff	60044
Lake Bluff Junction	60044
Lake Forest	60045
Lake-in-the-Hills	60102
Lake Marie	60002
Lake Villa	60046
Lake Zurich	60047
Lakemoor	60050
Lakewood	60014
Lansing	60438
Lawrence	60033
Lemont	60439
Libertyville	60048
Lily Lake	60151
Lincoln Fields	60417
Lincolnshire	60015

Illinois Municipality	Zip Code
Lincolnwood	60645
	60646
Lindenhurst	60046
Lisle	60532
Lockport	60441
Lombard	60148
Long Grove	60047
Long Lake	60041
Loon Lake	60002
Lynwood	60411
Lyons	60534
Manhattan	60442
Maple Park	60151
Marengo	60152
Marley	60448
Markham	60426
Matteson	60443
Maywood	60153
McCook	60525
McCullom Lake	60050
McHenry	60050
McHenry Shores	60050
Medinah	60157
Melrose Park	60160
	60161
Merrionette Park	60655
Mettawa	60060
Midlothian	60445
Millburn	60046
Minooka	60447
Mokena	60448
Monee	60449
Montgomery	60538
Mooseheart	60539
Morton Grove	60053
Mt. Prospect	60056
Mundelein	60060
Naperville	60540
	60565
	60566
New Lenox	60451
Niles	60648
Norridge	60634
	60656
North Aurora	60542
North Barrington	60010
North Chicago	60064
North Riverside	60546
Northbrook	60062
Northfield	60093
Northlake	60164
Oak Brook	60521
Oak Forest	60452
Oak Lawn	60453
	60454
Oak Park	60301
	60302
	60303
	60304
Oakbrook Terrace	60181
Oakwood Hills	60013

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES (Continued)

Illinois Municipality	Zip Code
Old Mill Creek	60083
Olympia Fields	60461
Ontarioville	60103
Orland Park	60462
Palatine	60067
Palos Heights	60463
Palos Hills	60465
Palos Park	60464
Park City	60085
Park Forest	60466
Park Forest South	60466
Park Ridge	60068
Peotone	60468
Petite Lake	60046
Phoenix	60426
Pingree Grove	60140
Pistakee	60050
Pistakee Heights	60050
Plainfield	60544
Plato Center	60170
Posen	60469
Prairie Grove	60014
Prairie View	60069
Prospect Heights	60070
Richardson	60131
Richmond	60071
Richton Park	60471
Ridgefield	60098
Ringwood	60072
River Forest	60305
River Grove	60171
Riverdale	60627
Riverside	60546
Riverwoods	60015
Robbins	60472
Rockdale	60436
Rolling Meadows	60008
Romeoville	60441
Rondout	60044
Roselle	60172
Rosemont	60018
Round Lake	60073
Round Lake Beach	60073
Round Lake Heights	60073
Round Lake Park	60073
Russell	60075
St. Charles	60174
Sauk Village	60411
Schaumburg	60193
	60194
	60195
Schiller Park	60176
Shorewood	60435
	60436
Silver Lake	60013
Skokie	60076
	60077
	60203
Sleepy Hollow	60118

Illinois Municipality	Zip Code
Solon Mills	60080
South Barrington	60010
	60195
South Chicago Hts.	60411
South Elgin	60177
South Holland	60473
South Park	60538
Spring Grove	60081
Steger	60475
Stickney	60402
Stone Park	60165
Streamwood	60103
Sugar Grove	60554
Summit	60501
Sunnyside	60050
Sunrise Ridge	60097
Symerton	60481
Techny	60082
Third Lake	60030
Thornton	60476
Timber Lake	60010
Tinley Park	60477
Tower Lakes	60010
Union	60180
Valley View	60174
Venetian Village	60046
Vernon Hills	60061
Villa Park	60181
Virgil	60182
Volo	60050
Wadsworth	60083
Warrenville	60555
Wasco	60183
Wauconda	60084
Waukegan	60085
Wayne	60184
West Chicago	60185
West Dundee	60118
Westchester	60153
Western Springs	60558
Westhaven	60477
Westmont	60559
Wheaton	60187
Wheeling	60090
Wildwood	60030
Willow Springs	60480
Willowbrook	60521
Wilmette	60091
Wilmington	60481
Wilton Center	60442
Winfield	60190
Winnetka	60093
Winthrop Harbor	60096
Wireton	60406
Wonder Lake	60097
Wood Dale	60191
Woodridge	60517
Woodstock	60098
Wooster Lake	60041

CHICAGO-GARY-KENOSHA SUBURBAN SCSA ZIP CODES (Continued)

Illinois

Municipality	Zip Code
Worth	60482
York Center	60148
Yorkfield	60126
Zion	60099

Indiana

Municipality	Zip Code
Beverly Shores	46301
Boone Grove	46302
Burns Harbor	46304
Cedar Lake	46303
Chesterton	46304
Crown Point	46307
Dune Acres	46368
Dyer	46311
East Chicago	46312
Gary	46401
	46402
	46403
	46404
	46406
	46407
	46408
	46409
Griffith	46319
Hammond	46320
	46323
	46324
	46325
	46326
	46327
Hebron	46341
Highland	46322
Hobart	46342
Kouts	46347
Lake Station	46403
LeRoy	46355
Lowell	46356
Merrillville	46410
Munster	46321
New Chicago	46342
Ogden Dunes	46368
Portage	46368
Porter	46304
St. John	46373
Schererville	46375
Schneider	46376
Shelby	46377
Town of Pines	46360
Valparaiso	46383
Wheeler	46393
Whiting	46394

Wisconsin

Municipality	Zip Code
Bassett	53101
Benet Lake	53102
Bristol	53104
Camp Lake	53109

Wisconsin

Municipality	Zip Code
Kenosha	53140
	53141
	53142
	53143
New Munster	53152
Paddock Lake	53168
Pleasant Prairie	53158
Powers Lake	53159
Salem	53168
Silver Lake	53170
Somers	53171
Trevor	53179
Twin Lakes	53181
Wilmot	53192
Woodworth	53194

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Belvidere Mall Shopping Center 2107 Belvidere Road Waukegan, Illinois 60085	Lake, IL 35 N.	360,000	Montgomery Ward & Co.
Brementowne Mall 159th Street and Oak Park Avenue Tinley Park, Illinois 60477	Cook 21 S.W.	400,000	Gately's Dept. Store
Brickyard, The 6465 W. Diverser Avenue Chicago, Illinois 60635	Cook 10 N.W.	876,000	J.C. Penney Co. Montgomery Ward & Co.
Canterbury Shopping Center 159th St. (U.S. 6) & Kedzie Ave. Markham, Illinois 60426	Cook 20 S.	300,000	Goldblatt's
Century Mall U.S. 30 and Indiana 53 Merrillville, Indiana 46410	Lake, IN 32 S.E.	401,134	Montgomery Ward & Co.
Cermak Plaza Cermak Road and Harlem Avenue Berwyn, Illinois 60402	Cook 10 W.	327,000	Sears Roebuck & Co.
Chicago Ridge Mall 95th Street and Ridgeland Avenue Chicago Ridge, Illinois 60415	Cook 15 S.W.	900,000	Sears Roebuck & Co.
Deerbrook Mall Lake-Cook and Waukegan Roads Deerfield, Illinois 60015	Cook 22 N.	507,000	Montgomery Ward & Co.
Edens Plaza Lake Avenue and Skokie Highway Wilmette, Illinois 60091	Cook 17 N.	290,000	Carson Pirie Scott & Co.
Evergreen Plaza 95th Street and Western Avenue Evergreen Park, Illinois 60642	Cook 11 S.W.	1,200,000	Carson Pirie Scott & Co. Montgomery Ward & Co.
Ford City Shopping Center 7601 S. Cicero Avenue Chicago, Illinois 60652	Cook 10 S.W.	1,450,000	J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Fox Valley Center Illinois Highways 59 and 65 Aurora, Illinois 60505	DuPage 32 W.	1,467,372	J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Golf Mill Shopping Center Golf Road and Milwaukee Avenue Niles, Illinois 60648	Cook 16 N.W.	1,030,000	J.C. Penney Co. Sears Roebuck & Co.
Harlem-Irving Plaza 4104 N. Harlem Avenue Norridge, Illinois 60634	Cook 11 N.W.	370,000	Wieboldt's
Hawthorn Center Illinois Highways 21 and 60 Vernon Hills, Illinois 60061	Lake, IL 31 N.W.	1,083,635	Marshall Field & Co. Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Hillside Shopping Center Eisenhower Expressway and Wolf Road Hillside, Illinois 60162	Cook 14 W.	471,004	Carson Pirie Scott & Co. Goldblatt's
Jefferson Square Shopping Center 2450 W. Jefferson Street Joliet, Illinois 60436	Will 38 S.W.	551,000	Montgomery Ward & Co. Wieboldt's
Lake Meadows Shopping Center 35th Street and Dr. Martin Luther King Jr. Drive Chicago, Illinois 60616	Cook 5 S.	230,000	Goldblatt's
Lakehurst Shopping Center Illinois Highways 43 and 120 Waukegan, Illinois 60085	Lake, IL 36 N.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Wieboldt's
Lincoln Mall U.S. 30 and Cicero Avenue Matteson, Illinois 60443	Cook 27 S.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Lincoln Village Lincoln Avenue and McCormick Boulevard Chicago, Illinois 60645	Cook 9 N.	115,0[illegible]	Wieboldt's
Louis Joliet Mall Interstate 55 and U.S. 30 Joliet, Illinois 60435	Will 36 S.W.	900,000	Bergner-Weise J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Meadowdale Shopping Center Illinois Highway 25 and Lake Marion Road Carpentersville, Illinois 60110	Kane 38 N.W.	487,000	Wieboldt's
North Riverside Park 7501 W. Cermak Road North Riverside, Illinois 60546	Cook 11 W.	1,100,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co.
Northbrook Court Shopping Center Lake-Cook and Lee Roads Northbrook, Illinois 60062	Cook 21 N.	1,013,057	Neiman-Marcus Sears Roebuck & Co.
Oakbrook Center Illinois Highway 83 and Cermak Road Oak Brook, Illinois 60521	DuPage 18 W.	1,600,000	Marshall Field & Co. Neiman-Marcus Sears Roebuck & Co.
Old Orchard Shopping Center Golf Road and Skokie Highway Skokie, Illinois 60077	Cook 14 N.	1,229,524	Marshall Field & Co. Montgomery Ward & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction
from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Orland Court 151st Street and La Grange Road Orland Park, Illinois 60462	Cook 22 S.W.	803,000	Montgomery Ward & Co. Wieboldt's
Orland Square 151st Street and La Grange Road Orland Park, Illinois 60462	Cook 22 S.W.	1,214,000	Carson Pirie Scott & Co. J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Park Forest Plaza Lakewood Boulevard and Western Avenue Park Forest, Illinois 60466	Cook 28 S.	917,000	Marshall Field & Co. Sears Roebuck & Co.
Randhurst Rand (U.S. 12) and Elmhurst (IL 83) Roads Mt. Prospect, Illinois 60056	Cook 21 N.W.	1,100,000	Carson Pirie Scott & Co. Montgomery Ward & Co. Wieboldt's
River Oaks 159th Street and Torrence Avenue Calumet City, Illinois 60409	Cook 20 S.	1,175,210	Marshall Field & Co. Sears Roebuck & Co.
St. Charles Shopping Center Prairie and Randall Roads St. Charles, Illinois 60174	Kane 38 W.	130,000	Montgomery Ward & Co.
Southlake Mall Interstate 65 and U.S. 30 Merrillville, Indiana 46410	Lake, IN 33 S.E.	1,057,000	Carson Pirie Scott & Co. J.C. Penney Co. L.S. Ayres & Co. Sears Roebuck & Co.
Spring Hill Mall Illinois Highways 31 and 72 West Dundee, Illinois 60118	Kane 39 N.W.	1,200,000	Bergner-Weise Marshall Field & Co. Sears Roebuck & Co.
Stratford Square Gary Avenue and Schick Road Bloomingdale, Illinois 60108	DuPage 28 N.W.	1,600,000	Carson Pirie Scott & Co. Marshall Field & Co. Montgomery Ward & Co. Wieboldt's
Water Tower Place 835 N. Michigan Avenue Chicago, Illinois 60611	Cook 1 N.	615,000	Marshall Field & Co.
Winston Park Plaza Shopping Center 8900 W. North Avenue Melrose Park, Illinois 60160	Cook 12 W.	500,000	J.C. Penney Co.
Woodfield Mall Illinois Highways 53 and 58 Schaumburg, Illinois 60172	Cook 25 N.W.	2,267,000	J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction
from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Woodmar, The Fashion Center 165th Street and Indianapolis Boulevard Hammond, Indiana 46320	Lake, IN 20 S.E.	123,007	Carson Pirie Scott & Co.
Yorktown Shopping Center Butterfield Road and Highland Avenue Lombard, Illinois 60148	DuPage 21 W.	1,500,000	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's

* State and Madison Streets.

CHICAGO'S FUTURE MAJOR REGIONAL SHOPPING CENTERS
(Showing location, projected opening date, distance and
direction from Chicago*, size, and major tenants)

NAME AND ADDRESS	Projected Opening Date	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
River Mall 170th Street and Torrence Avenue Lansing, Illinois 60438	1983	Cook 23 S.E.	1,767,000	J.C. Penney Co. Montgomery Ward & Co. Wieboldt's

* State and Madison Streets.

Section Three:

SELLING THE MARKET

HOW TO REACH MORE PROSPECTS

DAILY RETAIL FOOD LINAGE ON BEST FOOD DAY

HOW TO OPTIMIZE REACH PER DOLLAR AMONG TOTAL ADULT READERS

HOW TO OPTIMIZE REACH PER DOLLAR AMONG ADULT WOMEN READERS

PRE-SOLD GROCERY AND HOUSEHOLD PRODUCTS

THE CHICAGO SUN-TIMES

REACHES

- More readers under 50
- More readers with children
- More principal food shoppers

DAILY NEWSPAPER COMPARISON

CHICAGO ADI

	NET REACH			COST PER 1,000	
	Sun-Times	Tribune	S-T Lead	S-T	Trib.
Total Adults	2,061,600	1,983,000	80,600	$1.58	$2.01
Under 50	1,319,600	1,190,900	125,700	2.48	3.35
With Children	841,700	719,500	122,200	3.88	5.55
Principal Food Shopper	1,360,400	1,114,100	246,300	2.40	3.58

THE SUN-TIMES REACHES MORE OF THE MARKET AT LESS

COST PER 1,000 THAN THE TRIBUNE

SOURCE: Readership - Three Sigma, 1980.

COSTS: Cost per 1,000 based on 600 Line B/W Ad
(1,000 Line Rate);
Sun-Times Rates effective August 1, 1981 ($3,264);
Tribune Rates effective January 1, 1981 ($3,990).

	Total 18+ 000	Sun-Times
TOTAL DOLLAR EXPENDED:	3,872,300	2,063,600
Readers Per Dollar		532

YOUNG PEOPLE

Age Index 75	1,618,000	791,500
Readers Per Dollar		230
Age Index 50	1,849,200	1,139,600
Readers Per Dollar		616

FAMILY PEOPLE

People With Children	2,171,100	841,700
Readers Per Dollar		218

PRINCIPAL FOOD SHOPPER	1,911,000	1,000,600
Readers Per Dollar		311

SOURCE: Three Sigma - 1981.

NOTE: Based on 6:00 Line A & M Ad (1,000 Line Rate);
Sun-Times Rates effective August 1, 1981 ($2,264);
Tribune Rates effective January 1, 1981 ($2,991).

BEST PROSPECTS AMONG TOTAL ADULTS AND AT A LOWER COST
ADI -

Tribune	Sun-Times Advantage Number	Percent
1,983,500	+ 80,600	+ 4.1%
497	+ 135	
723,200	+ 27,100	+ 3.7%
181	+ 49	
1,190,800	+125,700	+ 10.6%
298	+ 103	
719,300	+122,200	+ 17.0%
180	+ 78	
1,114,100	+246,300	+ 22.1%
279	+ 138	

DAILY RETAIL FOOD LINAGE IN BEST FOOD DAY

1st NINE MONTHS, 1981

Percentages represent share of total daily linage for each account

	Sun-Times Full Run		Tribune Full Run		Total Full Run		Tribune Part-Run Zone
	Lines	%	Lines	%	Lines	%	Lines
Jewel	678,565	28.72	684,803	34.31	1,360,368	100.00	5,563
Dominick's	429,860	51.47	428,533	48.53	858,393	100.00	5,563
A & P	367,366	50.88	369,603	50.51	737,183	100.00	-
Kohl's	128,365	94.04	15,682	11.96	130,032	100.00	230,886
Eagle	124,884	38.51	194,258	61.49	319,149	100.00	-
Certified	119,870	100.00	-	-	119,870	100.00	-
Butera	102,800	98.88	1,164	1.12	108,984	100.00	230,886
Super Saver	136,607	100.00	-	-	136,607	100.00	-
Hillman's	87,415	100.00	-	-	87,415	100.00	-
Hot Shots	36,171	100.00	-	-	36,171	100.00	22,321
All Other	137,838	41.57	193,779	58.43	331,931	100.00	585,098
GRAND TOTAL	2,373,444	56.80	1,806,180	43.21	4,179,932	100.00	1,010,838

SOURCE: Sun-Times Estimates.

	Total in ADI	Sun-Times
TOTAL WOMEN		
REACHED:	3,076,700	1,060,900
Readers Per Dollar		325
YOUNGER WOMEN		
Age Under 35	1,230,400	389,600
Readers Per Dollar		118
Age Under 50	1,974,300	688,700
Readers Per Dollar		211
WORKING WOMEN	1,601,000	593,600
Readers Per Dollar		182
PRINCIPAL FOOD SHOPPER	2,456,000	898,700
Readers Per Dollar		275
WOMEN IN HOUSEHOLDS WITH CHILDREN	1,256,200	437,600
Readers Per Dollar		134

SOURCE: Three Sigma - 1980.

COSTS: Based on 600 Line B & W Ad (1,000 Line Rate);
Sun-Times Rates effective August 1, 1981 ($3,264);
Tribune Rates effective January 1, 1981 ($3,990).

WELL IN THE CHICAGO ADI AMONG WOMEN

Tribune	Sun-Times Advantage Number	Percent
1,309,800	+ 51,100	+ 5.1%
253	+ 72	
316,800	+ 68,800	+ 21.7%
79	+ 39	
587,800	+100,900	+ 17.2%
147	+ 64	
466,500	+127,900	+ 27.2%
117	+ 65	
814,900	+ 83,800	+ 10.3%
204	+ 71	
338,900	+ 98,700	+ 29.1%
85	+ 49	

THESE COMPANIES' PRODUCTS HAVE BEEN
Advertisers using the Chicago Sun-

A & W Root Beer
Agar Meat Products
Alberto Culver
    Release
    Sugar Twin
American Lamb Council
Armour Meat Products
Atalanta Ham
Aunt Nellies Vegetables
Bagels Forever Frozen Bagels
Banquet Frozen Chicken Products
Beatrice Foods
    Dannon Yogurt
    Danny Frozen Low-Fat Yogurt
Bertolli Spaghetti Sauce
Bertolli Olive Oil
Best Foods
Bil Mar Farms Turkey Products
Bird Farm Meat Products
The Borden Company
    Breyers Ice Cream
Bridgford Frozen Bread
Brooks Beans
Carl Buddig Meat Products
Campbell Soup Company
    Chef Boy Ar Dee
    Franco American
    Pepperidge Farm
    Swanson Frozen Dinners
Canada Dry
The Carnation Company
    Carnation Frozen Potatoes
Castle & Cooke
    Dole Bananas
Catherine Clark Brownberry Ovens
    Brownberry Breads
Chateau Frozen Dumplings
Coca Cola Foods
    Minute Maid
    Hi-C
Cosmic Candles
County Line Cheese
Creative Crust
Deans Foods
    Deans Dip
    Deans Ice Cream
Del Monte
    Del Monte Catsup
    Del Monte Vegetables
Diet Delight Fruits
Domino Sugar
Dormans Cheese
Dubuque Meat Products
Duffy Mott
    Motts Apple Juice
    Motts Apple Sauce
Durkee Sodrest Sauce
Eckrich Meat Products
Entenmanns Baking Products
Esb Brand Meat Products
Fasano Pies
Florida Citrus Commission
    Florida Oranges
    Florida Tangelos
Florida Gold
Florida Orange Juice
Freshlike Vegetables
Frito Lay
Gaucho Frozen Products
General Foods, Inc.
    Brim Freeze Dried Coffee
    Cool Whip & Jello Gelatin
    Good Seasons Barbecue Sauce
    Minute Rice
    Shake N Bake
General Mills, Inc.
    Betty Crocker
    Mighty High Dessert
    Salato Frozen Pizza
    Yoplait Yogurt
Golden Grain
    Rice A Roni
Golden Grain Syrup
Gonnella Bread
Gorton's Frozen Fish Products
Heath Candies
H. J. Heinz
Hershey Company
    Hersheys Syrup
    Hersheys Candies
Hollywood Oil
George A. Hormel
Hunt Wesson
    Hunts Condiments
    Puritan Oil
    Sunlite Oil
Hygrade Meat Products
ITT Continental Baking
    Jenn's Frozen Pizza
    Wunder Bread
Idahoan Potatoes
Indian Summer Apple Cider
Interstate Brands
    Dolly Madison Cakes
    Butternut Bread
Joan of Arc
    Joan of Arc Beans
John's Frozen Pizza

PRE-SOLD TO CHICAGO'S PRIME PROSPECTS
Times for Food & Household Supplies

Kelly Kaufman
Keebler Company
Sunta Crackers
The Kellogg Company
Kellogg's Danish Kloge
Kellogg's Cereals
Kraft Foods
Breakstones Cheese
Sealtest Ice Cream
Krakus Ham
Land O'Lakes Margarine
LaPizzeria Frozen Pizza
Lawrys Seasonings
Lenders Frozen Bagels
Lever Bros.
Imperial Margarine
Libby, McNeil & Libby
Libbys Ketchup
Libbys Tomato Juice
Thomas J. Lipton, Inc.
Wishbone Salad Dressing
Maruchan Instant Soup Mix
McCormick Company
Minot Company
Chili Man Chili
John Morrell
Broadcast Meat Products
Scott Peterson Meats
Tyson Meat Products
Morton Salt
Muellers Macaroni Products
Mug O Lunch
Mr. Turkey Deli Style Meat
Mrs. Grass Soup
Mrs. Pauls
Mrs. Pauls Frozen Fish Products
Mrs. Pauls Frozen Potatoes
Mrs. T's Frozen Pierogies
Nabisco Company
Nature Valley Granola Bars
The Nestle Company
Morsels
Nestea
Tasters Choice
New Mill Macaroni Products
Nissin Foods
Noodles to Go
Oodles of Noodles
Ore Ida Foods
Mrs. Goodcookie Frozen Cookie Dough
Ore Ida Potatoes
Oscar Mayer Meat Products
Pacific Coast Canned Pears
Pepsi Cola
Dad's Root Beer
Pet, Inc.
Downyflakes Frozen Waffles
Pet Ritz Frozen Pie
The Pillsbury Company
Pinata Frozen Burritos
Proctor & Gamble
Folger's Coffee
Quaker Oats
RC Cola Beverages
R.J.R. Foods
College Inn Soup
Rapp Foods
Adolphs Mixes
Red Cross Macaroni Products
Riceland Rice
Richardson Candies
Rubinstelns Salmon
Salerno Crackers
Sara Lee Frozen Cakes
Schulze & Burch Baking Company
Flavor Kist Crackers
Sea Pak Frozen Fish
7-Up General Bottlers
Dr. Pepper
Schweppes
Standard Brands
Blue Bonnet Soft Margarine
Fleischmanns Light Spread
Starburst Candies
Stewarts Pouch Pack
Stouffers Frozen Entrees
Sun Giant Raisins
Sunshine Crackers
Swift & Company
Peter Pan Peanut Butter
Soup Starter
TV Time Popcorn
Thank You Pie Filling
Tostitos Tortilla Chips
Treasure Isle Frozen Fish
Tree Top Orange Juice
Van de Kamps
Van Kamp Seafood
Chicken of the Sea Tuna
Velamints
Vienna Meat Products
Weaver Frozen Chicken Products
Weight Watchers Ice Cream
Welchs Grape Juice
Welches Jellies & Preserves
Whitneys Salmon
Wilson Foods
Wrights Smoky Hot Sauce
Wrigleys Gum

NEW RESEARCH STUDY SHOWS SUN-TIMES LEADS IN DAILY AUDIENCE!

In 1980, a major research organization, Three Sigma, measured newspaper audiences in each of the 34 major ADI's and their related metropolitan areas.

Chicago-area results show the Sun-Times to be the leader in the daily newspaper field.

As further indication of Sun-Times strength, The Bright One dominates the key demographic areas among purchasing prospects:

* Adults Age 25-54
* Adults with Children
* Chief Wage Earners
* Principal Food Shoppers
* Working Women

These are the key target groups for many of the products sold in food stores and other major retail outlets.

For more information, call or write
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